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IN THIS ISSUE

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Houston hits a MILLION!

Metropolitan Houston reached the million population mark on July 3rd. This fabulous industrial giant of the Gulf Coast, representing a net effective buying income of $1,856,123,000.00, becomes the first million population metropolitan area in the South. Tremendous expansion of the city itself barely keeps pace with the ever-increasing demands of industry. A million strong today, with the promise of an eminently greater future, Houston proudly claims the slogan of "Industrial Frontier of the South."

KPRC is FIRST

KPRC radio and television remains FIRST in the hearts of the metropolitan million. First in morning . . . afternoon . . . evening . . . first all the time.

23RD year

KPRC NBC and TQN on the Gulf Coast

KPRC-TV NBC • ABC CHANNEL 2 HOUSTON

JACK HARRIS, Vice President and General Manager • Nationally Represented by EDWARD PETRY & CO.

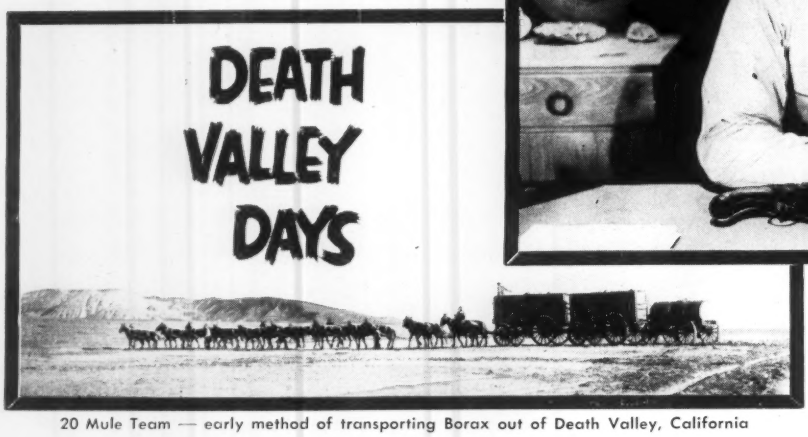
XUM

R v. 47 pt. 1 Jy-Ag '54

Howdy Folks!

I'm the "Old Ranger"

of "Death Valley Days"



20 Mule Team — early method of transporting Borax out of Death Valley, California

For many years, the "Old Ranger" on the radio related the thrilling and romantic stories of the Old West and Death Valley Days. They were the source of tremendous interest and popularity.
Such enthusiasm has since been transferred by popular demand to Television, and the "Old Ranger" is now regularly portraying "Death Valley Days" with the help of sight and sound.
The public has been overwhelming with compliments for the rebirth of "Death Valley Days" on Television.

PACIFIC BORAX CO. DOES A COMPLETE JOB . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

The "Old Ranger" and his associates in the "Death Valley Days" show on television feature the virtues of 20 Mule Team Borax and Boraxo. .

20 Mule Team Borax — to speed and sweeten all laundry, diapers, and for housecleaning.

Boraxo, powdered hand soap — tackling dirt plain soap can't wash . . . works gently and quickly in cold water.

From one pioneer to another . . . Havens & Martin, Inc. doffs its hat to Pacific Borax Co. and the "Old Ranger." Pioneers build, and WMBG, WCOD and WTVR continue to build audiences and sales results for advertisers. Join the other advertisers using the First Stations of Virginia.

Maximum power—
100,000 watts at Maximum Height—
1049 feet

WMBG AM WCOD FM WTVR

FIRST STATIONS OF VIRGINIA

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY

Since **1922**

WGAL · *33rd year*
WGAL-FM · *7th year*
WGAL-TV · *6th year*

Lancaster, Penna.

Steinman Station
Clair McCollough, President

Represented by

M E E K E R

New York — Chicago
Los Angeles — San Francisco

closed circuit.

ABC RADIO, which wanted once before to go to single rate for daytime and nighttime but was rebuffed by affiliates, now understood to be planning new move in same direction as counter to CBS and NBC projected 15-20% reduction in evening network radio rates—but this time stations will be more told than asked about it, on theory ABC must "keep competitive." Unlike CBS and NBC, ABC plans to accomplish nighttime reduction by straight rate cuts rather than raising discounts. Necessary advance computations make it unlikely any definite move can be made before latter part of July.

★ ★ ★

NEXT major headache in tv advertising bureau project, now that industry schism has been headed off, will be underwriting of up to million dollars annually to match operations of competitive media. On top of that will come another potential million dollars to finance vast tv audience-circulation count, entirely separate from advertising bureau but expected to provide basic sales material.

★ ★ ★

TAB or TvAB? There's sentiment for both sets of initials to designate new tv advertising bureau. While backers of TvAB version concede it can be confused with independent unit formed during Chicago NARTB convention in May, they point to exploitation of visual medium inherent in such title.

★ ★ ★

WHEN ROBERT K. RICHARDS, administrative vice president of NARTB, leaves his $25,000 a year post October 1 to set up his own public relations business, NARTB will be numbered among his clients at approximately $12,000 per year. Mr. Richards also will participate in policy direction of two West Virginia stations—WHAR Clarksburg and WKYR Keyser—his acquisition of which now awaits FCC approval.

★ ★ ★

WOR-AM-TV, which have had hard going in highly competitive New York market, turned corner in June with black ink operations. WOR-AM, it's learned authoritatively, made money in May while tv outlet showed profit in June. Gordon Gray, veteran broadcaster, became vice president and general manager of operations last December at which time stations were believed to be losing in excess of $100,000 monthly.

★ ★ ★

DON'T WRITE off Bricker bill (S 3456) to authorize FCC to license and regulate networks directly on same basis as individual station licenses. Chairman Bricker (R-Ohio) of Senate Commerce Committee is considering appointment of special committee expert to research and draft plans for hearings on his bill, introduced May 13 and now pending before Senate Communications Subcommittee. There's reportedly Senatorial support, too, since most legislators cannot understand why broadcast field is only "half regulated," with stations licensed but networks outside regulatory scope except through "back door" of owned and operated network outlets.

★ ★ ★

WHILE health was given as principal reason for resignation of Edward T. Stodola as chief examiner of FCC after only three and a half months of service, to return to Civil Aeronautics Board, there's more to it than that. Old line FCC examiners, it's understood, made Mr. Stodola's job tough when he sought to check status of cases and jog them along on initial decisions. They cited Administrative Procedures Act and so-called McFarland Amendments as grounds for ignoring pleas. These provisions are regarded as unrealistic and untenable by many officials on independent agencies.

★ ★ ★

THOUGH there's no announcement, Senate Communications Subcommittee either informally or formally will suggest to FCC that it supply Edward Lamb, publisher-broadcaster, bill of particulars on renewal proceedings in advance of public announcement, to enable him to prepare his response. This is in keeping with suggestion that Comr. John C. Doerfer testified he had made to FCC only to be voted down.

★ ★ ★

BRIEFING ON how to win votes and influence electorate via microphone and camera was given representative group of Democrats last Tuesday under auspices of Democratic National Committee. J. Leonard Reinsch, managing director of Cox stations and consultant to committee, at request of Stephen Mitchell, national chairman, indoctrinated some 35 members of Congress, administrative aides to Senators and others in party councils on techniques in campaigns for fall elections.

★ ★ ★

IT WAS no simple task to get broadcast point of view into *Federal Bar Journal* symposium on Congressional Hearings and Investigations (see story on page 50). Although FBA committee asked NARTB attorneys Vince Wasilewski and Abiah Church to do piece, it kept asking them to be "objective." It got so that two NARTB'ers finally told FBA they'd either write piece their way, or someone else could be given assignment. After that, they were left alone.

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Announcing

the appointment of

H-R inc.

as the National Representatives

for Radio

Kowh
OMAHA

Another step toward even better service for KOWH advertisers is the appointment of H-R Inc. as National Representatives for "America's Most Listened-To Independent Station."

And just to cinch the "Most Listened-To" title even more firmly, KOWH just completed its 32nd month in first place in Omaha by setting a new record. With a day-time *rate of 46.2%*, KOWH has just topped the mark for share of audience in a six-station area.

And with an average like that, any spot you pick at random has a better than even chance of delivering you a *bigger listening audience than a spot on all other Omaha-Council Bluffs stations combined!*

MID-CONTINENT BROADCASTING CO.
General Manager; Todd Storz

KOWH
Represented by
H-R Inc.

WTIX
Represented by
Adam J. Young, Jr.

WHB
Represented by
John Blair & Co.

at deadline

Another Veteran Evicted; Auto-Lite Quits 'Suspense'

ELECTRIC Auto-Lite Co. will drop sponsorship of *Suspense* on CBS-TV (Tues., 9:30-10 p. m.) after Aug. 17 broadcast, as result of network's notification that in view of realignment of Tuesday night programming *Suspense* could not be reviewed in present time period. CBS-TV issued statement Friday saying it has "and will continue to" offer alternate time periods and alternate programs to Electric Auto-Lite. Company has decided to exercise option and stop sponsorship after Aug. 17 program although original contract ran to February 1955.

Hubbell Robinson Jr., program vice president of CBS-TV, said Friday plans for replacement of *Suspense* were not ready for announcement. Evicting *Suspense* from its current spot follows pattern established by both NBC-TV and CBS-TV in realigning program schedules. NBC-TV moved U. S. Tobacco's *Martin Kane*, Firestone's *Voice of Firestone* (which switched to ABC Radio and ABC-TV), and Speidel Co.-Block Drug Co. *Name That Tune*, while CBS-TV has served similar notice on Lever Bros.' *Big Town*.

KPIX (TV) Transfer To Westinghouse Approved

TRANSFER of KPIX (TV) San Francisco to Westinghouse Electric Corp. probably will take place "late this month," it was announced Friday by E. V. Huggings, Westinghouse vice president for corporate affairs, following FCC approval for sale of ch. 5 CBS affiliate to Westinghouse for $6 million by Wesley I. Dumm and associates [B•T, April 12].

In revision of multiple-ownership rule interpretation, FCC also declared subsidiary Westinghouse Broadcasting Co. to be within legal limit of station holdings, stating WBC now has "interest" in six radio and four tv outlets. Commission approved waiver of rules to allow Westinghouse to continue prosecution of pending bids for two more tv outlets.

Aside from KPIX, Westinghouse owns WBZ-TV Boston and WPTZ (TV) Philadelphia. It bought WPTZ in early 1953 from Philco Corp. for record $8.5 million. FCC ruled Westinghouse would be considered to have "interest" in fourth tv outlet, ch. 13 KTLK (TV) Houston, for purpose of multiple ownership rule in view of minority holding in KTLK of Westinghouse Electric director Dillon Anderson.

WBC radio stations are WBZ Boston-WBZA Springfield, Mass., KDKA Pittsburgh, KEX Portland, Ore., KYW Philadelphia and WOWO Fort Wayne, Ind. Multiple ownership rule limits single entity to seven am, seven fm and five tv stations.

Westinghouse is applicant for ch. 11 at Pittsburgh and ch. 8 at Portland, Ore. In latter case, initial decision has been issued by hearing examiner favoring North Pacific Television Inc., chiefly owned by KING-AM-TV Seattle, but Westinghouse plans to appeal [B•T, June 28].

Consideration in KPIX sale, involving part cash and part stock, was held by FCC to have total market value of $7.6 million as of June 2. $6 million value was that at time of sales contract, it was explained. Westinghouse also acquires all KPIX profits retroactive to first of this year, it was reported.

Mr. Dumm, who was controlling stockholder of KPIX, retains ownership of KSFO San Francisco, not involved in sale of KPIX. Philip G. Lasky, vice president-general manager of KPIX and KSFO under Dumm group ownership, is to continue as directing head of KPIX under Westinghouse. KPIX staff will be retained, it was said.

In letter revising its earlier interpretation of applicability of multiple ownership rule to Westinghouse [B•T, Feb. 22, 15], FCC noted Westinghouse Electric director John L. Hall has severed connection with parent firm of WHDH Boston (ruled earlier to constitute Westinghouse "interest").

Letter indicated interest of director John M. Schiff in Transcontinental Properties Inc. no longer appears attributable to Westinghouse. Transcontinental is parent firm of ch. 38 WFTV (TV) Duluth, ch. 23 KETV (TV) Little Rock, Ark., ch. 36 KCTV (TV) Sioux City, Iowa, and ch. 20 WICS (TV) Springfield, Ill. WFTV and WICS are on air. Mr. Schiff holds 15% nonvoting preferred stock in Transcontinental, and has been unable to find suitable buyer, it was reported earlier [B•T, March 29].

FOUR MINUTE SHOW?

NBC-TV has obtained exclusive rights to telecast of "Dream Race" between mile runners Jack Landy of Australia and Roger Bannister of Great Britain in Vancouver, B. C., Aug. 7. Transmission was arranged in cooperation with CBC, which will make actual telecast. Signal will be beamed from Vancouver to Seattle and thence by closed-circuit to Buffalo. It will be fed to NBC-TV in New York for showing between 5 and 6 p.m. EDT, as well as to CBC Television Network. Both runners have broken four-minute mile.

NARTB Seeks to Appear At Senate Rules Hearing

REQUEST to present broadcasting industry's position covering radio-tv pickups of Senate investigating committee made Friday by NARTB Vice President Ralph W. Hardy in letter to Sen. William E. Jenner (R-Ind.), chairman of Senate Subcommittee on Rules of Committee on Rules & Administration (see early story page 48).

Reminding that much testimony, some of it adverse, had been taken by subcommittee and that eight resolutions on subject were pending, Mr. Hardy asked permission to appear before subcommittee on behalf of radio-tv coverage of hearings.

New Record Policy Protested

VIGOROUS protest against adoption by record companies of 45 rpm disc voted unanimously by joint convention of North and South Carolina broadcasters at Myrtle Beach, S. C., last Friday (see earlier story, page 43).

Convention also approved resolution opposing Bryson Bill to ban alcoholic beverage advertising, on ground that any legal commodity may be legally advertised.

TESTING GROUND

NEW gimmick on new program, *Good Morning*, which starts today (Mon.) on WABC-TV New York, Monday-through-Friday 8-9 a.m., is attempting to get advertisers to use it as "proving ground" to pre-test tv commercials before putting them on network or film for nationwide use. Produced by John Moses Assocs., package programs firm, *Good Morning* will feature Allen Ludden as m.c. and Scotty Scott, station's weather girl, both as entertainers and commercial announcers.

• BUSINESS BRIEFLY

CAT'S PAW ON ABC ● Cat's Paw Rubber Co., Baltimore, will sponsor Monday portion of *Modern Romances* five times weekly, 11-11:15 a.m., on ABC Radio, effective July 26. S. A. Levyne Co., Baltimore, is Cat's Paw agency. Additionally, ABC said new sponsor for Tues.-Fri. portions of series would be announced shortly.

SHORT BUT HEAVY • General Foods (Maxwell House instant coffee) preparing saturation radio spot announcement campaign using as many as 75 spots a day per market, 60 seconds and 20 seconds, mostly from 7 to 9 a.m. on July 21, 22, 23 in Southwest. Benton & Bowles, N. Y., is agency.

FALL TV CAMPAIGN • Burlington Mills (Cameo hosiery) planning to use fall spot announcement campaign in tv in about 40 scattered markets. Donahue & Co., N. Y., is agency.

PREAM EXPANDS • M & R Dietetic Labs (Pream), Cleveland, through Benton & Bowles, N. Y., expected to add 16 Midwest radio markets early in August. This is in addition to 20 markets added effective today (Mon.).

GROVE LOOKING • Grove Labs, through its agencies, Gardner, St. Louis, and Harry B. Cohen, N. Y., lining up availabilities for fall radio and tv spot announcement campaign.

Guild Films Reports Gains

RAPID growth of Guild Films Co., N. Y., since its establishment two years ago is pointed up in company's semi-annual report made public today (Mon.) by Reub Kaufman, president. Gross billings for first six months of 1954 amounted to $2,200,000 as compared with $350,000 for corresponding period of 1953, representing increase of about 600%. Other increases reported for six-month period were those of 600% in number of finished shows (from 26 half-hour telefilms to 160 half-hours); 700% in number of weekly telecasts of programs (from 48 to 360); 800% in number of licensees or sponsors of shows (from 39 to 309).

Luckies' Auctioneer Dies

F. E. BOONE SR., 61, whose voice was known to American radio listeners as auctioneer on American Tobacco Co. programs, died of heart disease at his home in Robersonville, N. C. Mr. Boone performed auctioneer's chant on Lucky Strike broadcasts from 1937 to 1951.

Twelve Renew 'Lives'

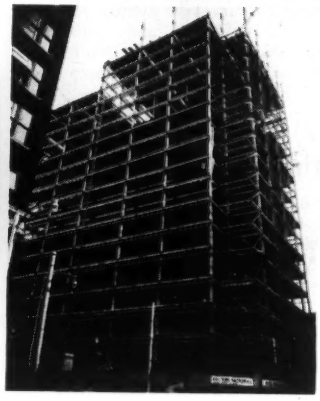
ZIV Television Programs Inc. announced Friday that 12 additional sponsors have renewed for second year of *I Led Three Lives* tv film series, raising to 77 number of current advertisers who have signed 52-week renewals at expiration of current contracts.

Weed to Move Headquarters

WEED & Co. and Weed Television Corp., station representatives, will move headquarters offices to 597 Fifth Ave., New York 17, effective July 10. Telephone will be Plaza 9-4700.

WAGA ZOOMS AHEAD WITH BOOMING ATLANTA

▲ An example of Atlanta's continued business expansion is Fulton National Bank's ▶ new 25 story office building now under construction in the downtown area.



● New Programs ● New Talent ● New Personnel

To keep ahead of the ever-expanding Atlanta market and to build an even larger listening audience, wide-awake WAGA has built vigorous new programs, obtained new talent, employed sales-minded, sales-making personalities.

Let us show you how this up-to-date streamlining can create sales for your product or service—give you more for your advertising dollar.

NEW PROGRAM
"GEORGIA PANORAMA"
6:15 - 6:45 p.m.

Featuring Three Top Local Personalities—

★ **Dale Clark**
★ **Les Henrickson**
★ **Ed Blair**

with local news, commentary, sports and "Atlanta Speaks."

Follows Allen Jackson and the News (CBS) 6—6:15 p.m.

Precedes Lowell Thomas (CBS) 6:45—7 p.m.

590 on the dial
5,000 watts

waga
CBS-Radio in Atlanta

A STORER STATION

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

Three Television Grants Made Final by Commission

GRANTS for three new vhf tv stations made final by FCC Friday: ch. 12 to WBLK Clarksburg, W. Va.; ch. 2 at Henderson, Nev., to Southwestern Pub. Co. (KFSA-AM-TV Fort Smith, Ark.), and ch. 9 at Dothan, Ala., to Ala.-Fla.-Ga. Tv Co.

In Clarksburg case, Commission affirmed earlier grant to WBLK and denied Sec. 309(c) economic protest of Clarksburg Pub. Co., which claimed tv station would injure its local newspapers. FCC found no Grade A overlap would occur between WBLK-TV and WTRF-TV Wheeling, under common ownership. Final ruling also declared media diversification issue not pertinent since WBLK-TV parent firm, while publishing papers and owning stations in other cities, did not have paper in Clarksburg.

Southwestern was only bidder for ch. 2 at Henderson following dismissal of competitive application by KRAM Las Vegas. In Dothan case Commission denied competitive bid of WOOF Dothan in default.

Chs. 4, 5 Get Protection

TV channels 4 and 5 are going to be better protected from interference from fixed stations operating in the 72-76 mc band, it was indicated in FCC order issued Friday. Channels straddle fixed station band—ch. 4 on 66-72 mc and ch. 5 on 76-82 mc.

New order, which finalizes proposals made in 1952, provides that (1) all operations in 72-76 mc band must not cause harmful interference to tv reception on chs. 4 and 5; (2) present fixed operations in 72-76 mc band may continue but interference complaints must be cleared up in 90 days; (3) fixed stations within 10-80 miles of tv ch. 4 or 5 transmitters must meet certain technical criteria; (4) no fixed station in this band will be authorized if its transmitter is 10 miles or less from a ch. 4 or 5 tv transmitter. Amended rules become effective Aug. 9.

Uhf Applicant Quits Contest

WGRD Grand Rapids, Mich., granted petition to dismiss bid for ch. 23, but FCC ruled action was "with prejudice" because hearing was concluded in contest with Peninsular Broadcasting Co. and awaiting initial decision by Examiner J. D. Bond. WGRD said it dropped out in view of testimony before Senate Communications Subcommittee on problems of uhf [B•T, May 24 et seq.].

Raleigh-Durham De-Intermixture

DE-INTERMIXTURE of commercial channels in Raleigh-Durham market through switch of educational reservations there from uhf to vhf is asked in petition filed with FCC Friday by WNAO-TV Raleigh, operating on ch. 28. Educational ch. 40 at Durham would become commercial, reservation going to ch. 11, under permit to WTVD (TV) there, which plans September commencement. At Raleigh, reservation on ch. 22 would be switched to ch. 5, sought by WPTF and WRAL, whose bids are in hearing.

KTHE (TV) Keeps Alive

CONTINUED operation of KTHE (TV) Los Angeles, Hancock Foundation educational station, was promised by U. of Southern California last week following resignation of Capt. Allan Hancock from directorship of foundation of same name and as chairman of U. S. C. board of trustees [B•T, June 14]. University spokesman said station's present 20-hour weekly schedule would be maintained "as long as possible," but cautioned that station "must live within budget." Hancock Foundation has $2.15 million fund to support all its projects (KTHE, KUSC [FM], schools of telecommunications, aeronautics and oceanography). Rumor denied that Capt. Hancock had stipulated fixed percentage of fund for KTHE support until 1955.

SAFETY FOURTH

ACTING upon plea from President Eisenhower for safe Fourth of July weekend, Thomas F. O'Neil, president of Mutual, had recording made in which he referred to President's appeal and urged caution during holiday weekend. Special message was to be presented consistently on 560 stations of coast-to-coast Mutual network, starting Friday and ending today (Mon.).

Bendix Doubles Facilities For Auto Radio Production

OUTPUT of car radio production facilities to be doubled by Bendix Communications Div., of Bendix Aviation Corp., which already operates in Baltimore one of industry's longest auto radio assembly lines. Part of increase will be production of 50% of six-tube sets for 1955 Fords, according to Edward K. Foster, Bendix vice president and division general manager.

Pre-production shipments will start this fall. Bendix has been making auto radios for Ford for six years, and will reach 2,000,000th Ford unit near end of 1954. New six-tube model will take up less space than previous types.

AT&T Connects Four

FOUR more tv stations—KCBD-TV and KDUB-TV Lubbock, Tex.; WDBO-TV Orlando, Fla., and WISH-TV Indianapolis—were tied into AT&T's intercity tv facilities in time to receive live network video programs Thursday, AT&T reported Friday. KZTV (TV) Reno is scheduled to be interconnected tomorrow (Tues.); WLAC-TV Nashville and WTVI (TV) Terre Haute, July 15.

RCA Sets Dividends

RCA board Friday declared quarterly dividend of 25 cents per share on RCA common, payable Aug. 23 to holders of record July 16, and dividend of 87½ cents per share of first preferred for period July 1-Sept. 30, payable Oct. 1 to holders of record Sept. 13.

KING-TV's First Color

COLOR tv made its bow in Pacific Northwest with *Salute to Seattle* telecast by KING-TV. Seattle outlet has been testing color bar test patterns and plans motion picture films in color by early autumn.

UPCOMING

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 9: Air Force briefing of advertising agencies on bids for fiscal 1955 recruiting contract, Pentagon, Washington. Room 5A1070. 10 a.m.

July 10 (tentative): Senate Communications Subcommittee meets with FCC on status and development of uhf. G-16, Senate Wing, U. S. Capitol. Closed.

For other Upcomings see page 101.

PEOPLE

RICHARD F. GOEBEL, member of advertising department, Nestle Co., named advertising manager in charge of media, it was announced by **DONALD CADY,** vice president in charge of advertising and merchandising. Mr. Goebel joined Nestle in 1952 and is at company's executive offices in White Plains, N. Y.

WILLIAM STARK, salesman, WINS New York, joining New York office of WLW Cincinnati radio sales staff, succeeding **BEN F. CONWAY,** who has resigned to move to California.

MARK WEBB JR., recently discharged from Marines, named sales representative, WSAZ-TV Huntington, W. Va.

FREDERICK W. FLORENZ of Cupples Co., St. Louis, to sales staff, WBAL Baltimore.

ROBERT SIEGRIST, formerly of WGST Atlanta, named news-special events director, WEAS Decatur, Ga.

GEORGE C. VAUGHAN, director of sponsorship for The Advertising Council for past three years, has resigned, effective July 12, to join New York sales staff of MCA-Tv Ltd. His duties at council will be assigned temporarily to other members of New York staff.

Film Suit Amendment Planned

AMENDED SUIT charging that Matthew Fox, president-board chairman of Motion Pictures for Television, acquired 11 feature films as payoff for engineering sale of Eagle Lion Classics to United Artists, is expected to be filed tomorrow (Tuesday) in Los Angeles Superior Court. Suit, for $2.5 million, involves charges by six independent movie companies that five distribution firms prematurely released their features to tv.

New Agency Announced

MARTHA D. LEVY and James Carvin form new advertising and public relations agency, Levy-Carvin Adv., at 921½ Ryan St., Lake Charles, La. Miss Levy formerly was copywriter at Friend, Reiss, McGlone, N. Y., and Mr. Carvin was former production supervisor of McGraw-Hill advertising department. Agency will have radio and television accounts on local and regional basis.

WFBR's President Dies

FUNERAL services for Robert S. Maslin Sr., president of WFBR Baltimore since 1930, were to be held last Saturday at his home. Mr. Maslin, 79, died Thursday. Surviving are his son, Robert S. Maslin Jr., WFBR vice president in charge of advertising and promotion, and daughter, Mrs. Hope Barroll Jr.

WOW Boosts Radio Rates

ADVERTISING rate increase announced by WOW Omaha, with current advertisers protected for year. Station explained 542,000 new radio sets have been sold in Nebraska and Iowa alone in last 3½ years, according to manufacturers' data.

European Tv Conferences

TWO European conferences looking toward creation of permanent continental network scheduled this month in Paris and Rapallo, Italy, with members of European Broadcasting Union taking part. BBC tv executive said meetings will look into plans to maintain existing temporary network for several months.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

We Would Like You To Meet . . .

JIM THACKER

NEW
WSAZ
SPORTS DIRECTOR

THE FAVORITE SPORTSCASTER OF THE TRI-STATE AREA . . . Bringing the latest local, regional and national events to the listening audience at

6:05 P.M.

MONDAY THRU SATURDAY

"TIME FOR SPORTS"

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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Sol Taishoff, *Editor and Publisher*

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CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Robert Deacon, Betty Jacobs, Joel H. Johnston, Sharleen Kelley, William Phillips.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, Plaza 5-8355.
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Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

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Broadcasting Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
*Reg. U. S. Patent Office

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On the Washington scene...

Her column tops 'em all!

You might not think it, to look at slim, diminutive Elinor Lee... but she's one of Washington's best-known, most influential women. For one thing, she's food editor-columnist of Washington's largest newspaper, The Washington Post and Times Herald. For another, she's the dean of women broadcasters in the capital, with an award-studded record of more than 25 years as a dietician, homemaker and consumer service expert. (One of her WTOP shows was sponsored by Potomac Electric Power Co. for 11 years!)

But what's most important... her daily column of the air, "At Home with Elinor Lee," is (by a wide margin) Washington's *highest-rated women's program, month after month, year after year!*

If Washington women interest you (and remember that we have the highest major-market family income in the nation here), reach them with Washington's most interesting woman, WTOP Radio's Elinor Lee.

WTOP RADIO

Represented by CBS Radio Spot Sales

Put your UHF

FIGURE 1

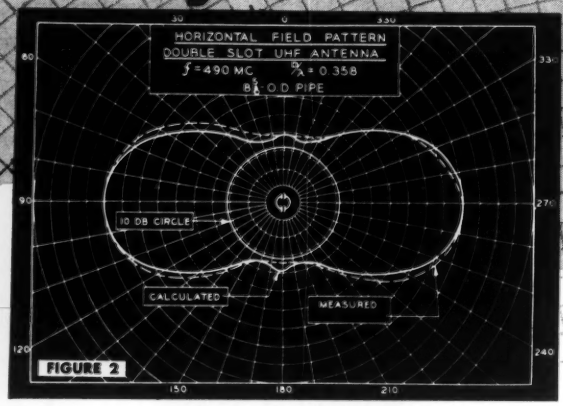


FIGURE 2

Do you require "single-direction" coverage?

If so, RCA has UHF Pylons that can produce horizontal field patterns shaped like a Cardioid. Figure 1 shows the calculated pattern, and a measured model pattern, of a "Cardioid directional" Pylon. Operating frequency, 532 Mc.

Do you require "elongated" coverage?

If so, RCA has UHF Pylons that produce a horizontal field pattern shaped like a peanut. Figure 2 shows the calculated pattern, and a measured model pattern, of this type of directional Pylon antenna.

Do you require "circular" coverage?

If so, RCA has a wide selection of UHF Pylons that produce equal signals in all directions.

Do you want BETTER overall coverage—lower signal losses?

All RCA UHF Pylons (directional and circular patterns) have built-in "Beam Tilt." Easily adjusted at your station by moving the inner conductor of the antenna up and down, this feature assures best possible coverage, *with minimum power loss in vertically polarized radiation.*

Do you need BETTER "close-in" coverage?

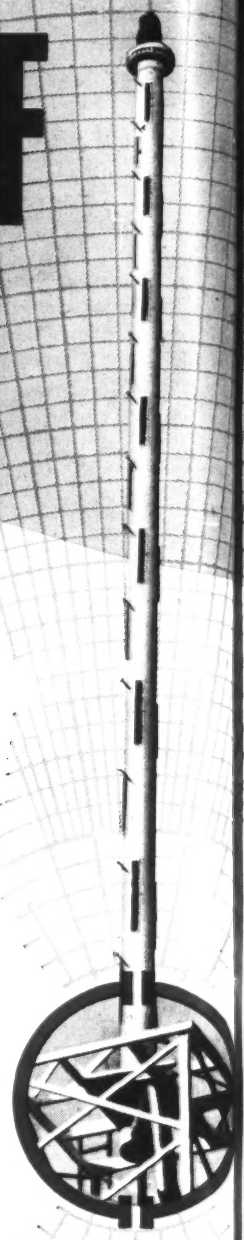
New, advanced null fill-in system, used in conjunction with beam-tilting, offers excellent close-in coverage—even for the "difficult" sites. Figure 4 is a typical measured vertical field pattern of an RCA UHF Pylon. Figure 3 is a nearly ideal field-distance curve produced by a "contour-engineered" UHF Pylon (actual record of a commercial TV station now "ON-AIR").

How much UHF gain do you need?

RCA standard UHF Pylons can be furnished with gains of 21, 24 and 27 . . . Directional UHF Pylons with maximum gains of 40 to 50, the realizable maximum gain depending upon channel and pattern shape. No tuning compromises—with resultant loss of gain (such as caused by cross-polarized components). *You get published gain!*

RCA UHF Pylon design is simplicity—plus! Just <u>one</u> feedpoint for the line input

You find no protruding elements on RCA UHF Pylons. The smooth surface of the metal cylinder is the antenna itself. No physical connections on the antenna. Nothing to bend or break under ice or wind load. Signal loss in rain or heavy icing is negligible.



Typical installation of an RCA Adjustable Beam High-Gain UHF Pylon

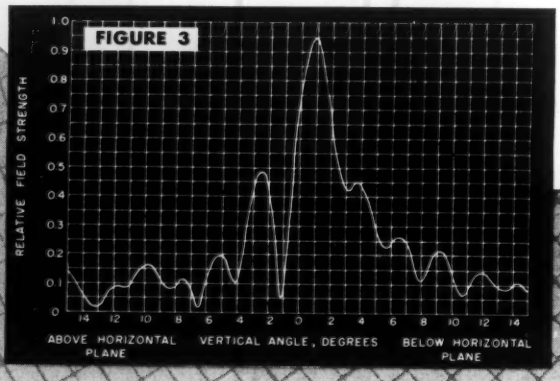


FIGURE 3

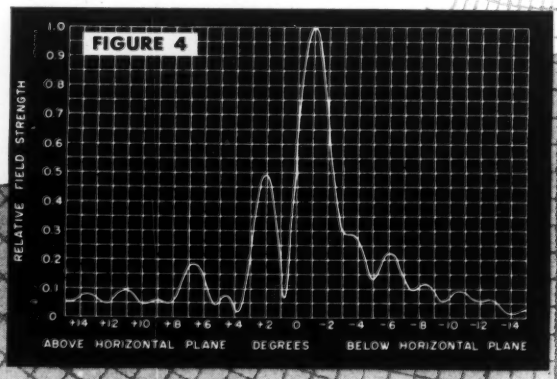


FIGURE 4

signal where the population is

with an RCA "contour-engineered" Pylon

NOW... Free Measured Vertical Patterns and Power Gains with Every RCA UHF Antenna

Up to 500 KW ERP!

For maximum power on all UHF channels, RCA UHF antennas and the TTU-12A transmitter are the answer. Up to 300 Kw ERP can be attained with RCA Standard UHF Pylons—and up to 500 Kw ERP with RCA custom high gain UHF antennas.

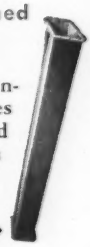
RCA UHF Pylons are shipped complete in one unit—"custom-tuned" for your frequency at the RCA factory—and tested by the most modern methods known.

Select the RCA UHF Pylon to meet your requirements
Power input ratings up to 50 KW!

Channel	Type	No. of Sections	Gain in Db	Power Gain	TV Power Rating** KW	TV Power Rating** DBK
14-83	TFU-24C*	16	13.8	24	50.0	17.0
14-30	TFU-21DL	14	13.22	21	10.0	10.0
14-30	TFU-24DL	16	13.8	24	10.0	10.0
31-50	TFU-24DM	16	13.8	24	10.0	10.0
51-83	TFU-27DH	18	14.31	27	10.0	10.0
14-30	TFU-21DAL (Custom)	14				
14-30	TFU-24DAL (Custom)	16	Directional Types: Horizontal pattern shapes, RMS and maximum power gains depend on channel. Beam-tilting and null fill-in features are included. All directional antennas are custom-built and specifications are subject to individual study and application.			
31-50	TFU-24DAM (Custom)	16				
51-83	TFU-27DAH (Custom)	18				

*Preliminary data. **Power ratings given are maximum visual power to input of antenna and assume aural carrier of one-half peak of visual sync.-rating. For other values of aural carrier the total average power is 1.1 X TV power rating listed above.

RCA supplies specially matched UHF transmission lines



No UHF antenna functions properly unless your transmission line matches your antenna closely. RCA-designed line, not available anywhere else, has measured performance (VSWR) that is better than 1.05 to 1.0

RCA UHF TV Waveguide ▶

RCA supplies complete UHF accessories

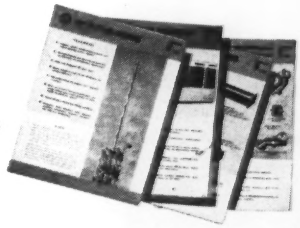
Only when everything in your transmitting system *is matched*—from transmitter to antenna—can you be sure of maximum performance. In this respect, RCA can supply each and every accessory required to complete a UHF antenna installation, including the tower, mitered elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, and hardware—down to the very last bolt. Everything is designed specifically to work with the UHF Pylon. And remember, everything is available from ONE responsible equipment manufacturer—RCA!

For planning help, call your RCA Broadcast Sales Representative.

4 New Books on UHF

- 12-page brochure on RCA-UHF TV Pylon Antennas
- 12-page brochure on RCA-UHF TV Waveguides
- 12-page brochure on RCA's 12.5 Kw UHF Transmitter
- 28-page brochure on RCA-UHF Transmission lines and fittings

Ask your RCA Broadcast Sales Representative for copies.



RADIO CORPORATION OF AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N. J.**

WBRC
TELEVISION • RADIO
Channel 6
960 Kilocycles
Birmingham, Alabama
BECOMES
WBRC
July 4th
WBRC Radio and Television "ROCKETS" ahea
with the nation's Number One Network, CB
July 4th! Offering unsurpassed coverage over
35 county area in the Industrial Center of th
South.
A STORER STATION
NATIONAL SALES REPRESENTATIVES; THE KATZ AGENCY, IN
NATIONAL SALES HEADQUARTERS:
TOM HARKER, V. P., National Sales Director
118 E. 57th St., New York 22, ELdorado 5-7690
BOB WOOD, Midwest National Sales Mgr.
230 N. Michigan Ave., Chicago 1, Franklin 2-6498

THE GARY CROSBY SHOW

Network: CBS Radio
Time: Sun., 8-8:30 p.m. EDT
Writer-Producer: Bill Morrow
Director: Murdo MacKenzie
Music: Jeff Alexander
Star: Gary Crosby
Origination: Hollywood by transcription
Production Costs: $4,160 per week

THE CROSBYS believe in keeping their radio contracts in the family. Back when summer was just around the corner it was time to think about a replacement for Bing Crosby's weekly radio show on CBS. Son Gary, who has been cautiously feeling his way around show business for the last few years under the expert tutelage of his famous father, got the job. *The Gary Crosby Show* is now a regular CBS attraction each Sunday night.

The show is a junior version of its predecessor. Its star is a carbon copy of the original. This will assure Gary a sizable following for awhile at least. Whether or not his father's fans will permanently accept him on the strength of the similarity between them in both personality and performance, is another matter. Time—and the fans—will decide that.

At any rate, the young Mr. Crosby, who celebrated his 21st birthday on his show last week, has inherited a good deal of his father's charm and talent for pleasing his listeners. He is relaxed, congenial and confident. He has even made a stab at developing his own singing style although his voice and song delivery have definite traces of the Crosby touch.

A more pointed and bothersome trace, however, is in the dialogue between Gary and the guests who appear on the show. Bill Morrow, who writes scripts for the *The Bing Crosby Show*, is also supplying the spoken word for its replacement. It is to Gary's disadvantage that Mr. Morrow is still writing for Bing. Perhaps a writer cannot change his style but in order to establish himself as a personality—not a mimic—Gary Crosby would probably be wise if he changed his writer.

THE WORLD OF MR. SWEENEY

Network: NBC-TV
Time: Tues.-Fri., 7:30-7:45 p.m.
Origination: New York
Star: Charles Ruggles
Cast: Glenn Walken and Helen Wagner
Producer: Sam Schiff
Director: Alan Neuman
Writer: Arthur Stander
Sponsor: Offered for co-op sponsorship
Production Costs: $9,000-$10,000 per week

NBC-TV's *The World of Mr. Sweeney* is in the grand tradition of radio and television situation comedies. The recipe calls for a principal character (Mrs. Goldberg, Mamma, Maxie the Taxi, Mr. Peepers, et al.) and a setting. The latter can be a family, a taxicab, a school, an office or a country store. The country store was chosen for Mr. Sweeney's locale.

Cicero P. Sweeney is the "prop." of the Mapleton (U.S.A.) general store. Played by the ineffable Charlie Ruggles, Mr. Sweeney is the town "character," who is friend, judge, fixer-upper, philosopher and what-have-you to everyone in the mythical community. Title and surname to the contrary, Mr. Ruggles gives his character a stock Yankee quality, at least in the first show which appeared on the country's screens last Wednesday.

Since the new series runs for only 15 minutes, Tuesdays through Fridays, the situation in *The World of*—necessarily is limited. The network used the right word when it spoke of a "vignette."

In the first essay, Mr. Sweeney helped bring the town's social leader (distaff department) down to more humane size—through a rather implausible plot contrivance. Nevertheless, the quarter-hour gave Mr. Sweeney time to expound New England-edged homilies and "hey rube" witticisms.

Mr. Ruggles, who has been in show business for 48 years (his count), hopes that *The World of*—will be expanded to 30 minutes. Since the 15-minute series derives from his once-a-week characterization of the mellow storekeeper on the *Kate Smith Hour*, it is to be hoped that the half hour is not too far in the future. With that amount of time, a craftsman like Mr. Ruggles could really sink his teeth into the role.

Promised are the appearances from time to time of seven-year-old Glenn Walken as Kippie, Mr. Sweeney's grandson, and Helen Wagner, as the boy's mother.

SELLING AND PROMOTING RADIO AND TELEVISION, by Jacob A. Evans. Published by Printers' Ink Pub. Co., 205 E. 42d St., New York. $5.95.

IN SIMPLE language, with explicit detail and many pertinent examples, NBC's director of national advertising and promotion in this 348-page volume has spelled out exactly what every time salesman or promotion man needs to know about his station, his market and his clients. This book belongs in every station library as a textbook for the beginner, a refresher course for the veteran and a handy reference for the station's management. One of broadcasting's all-time great salesmen, Niles Trammell, former NBC president, supplies the foreword.

DIRECTORY OF JOURNALISM FILMS, compiled by Assn. for Education in Journalism. Iowa State College Press, Press Bldg., Ames, Iowa. 95 pp. $1.

THIS paper-bound, mimeographed booklet lists some 450 available films in six major areas of mass communications, and is intended to increase the use of film materials in journalism education in both colleges and high schools. The film listings come under general headings as follows: advertising and business side of journalism; graphic arts; magazine field; newspaper field; public relations, public opinion and propaganda; radio and television, and miscellaneous films. Data includes titles, description, size, whether color or sound, time, sponsor, and cost, if any, of purchase or rental.

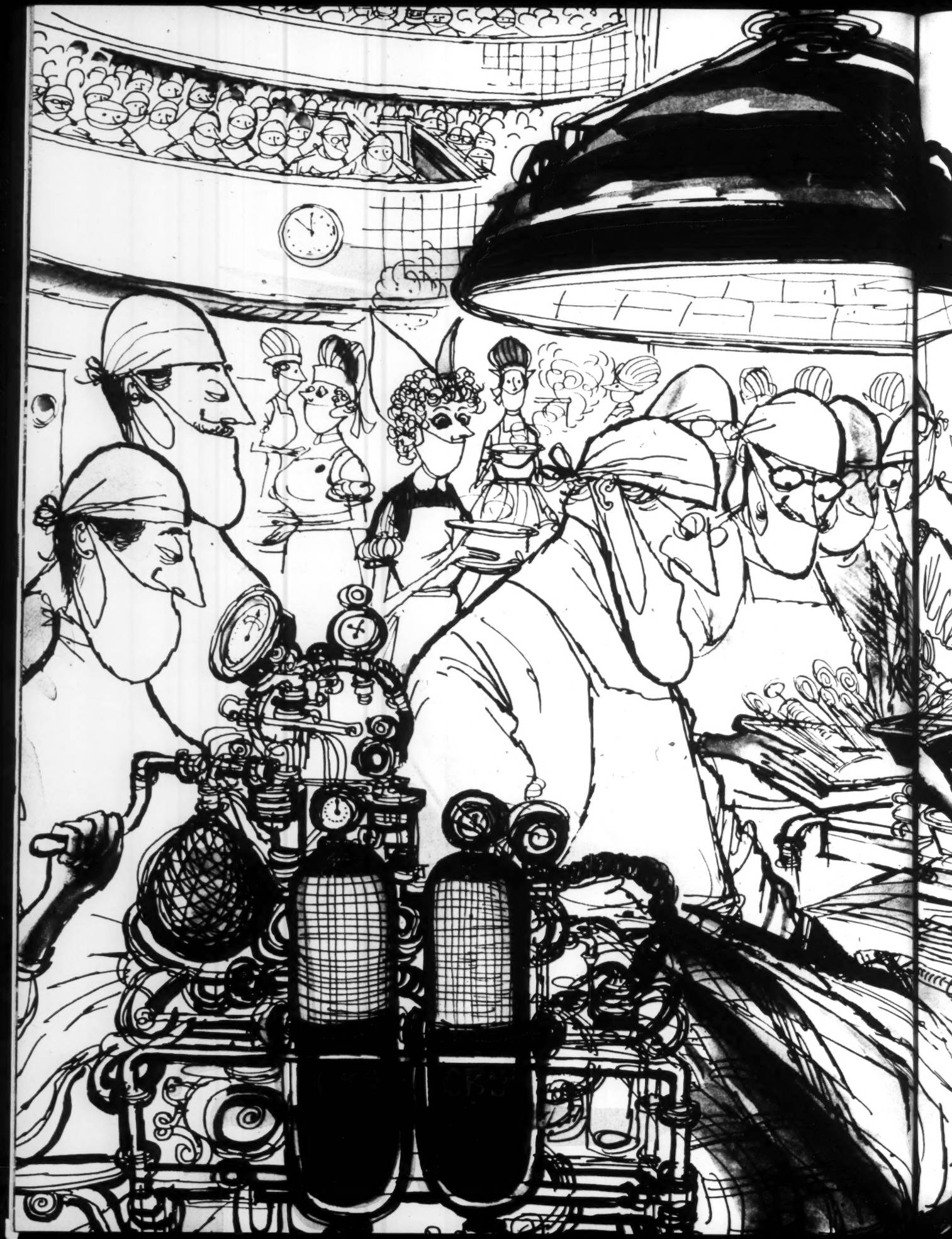
FUNDAMENTALS OF TRANSISTORS, by Leonard M. Krugman. John F. Rider Publisher Inc., 480 Canal St., New York. 160 pp. $2.70.

THIS book is designed to consolidate in practical form for the technician and amateur all the fundamentals necessary to assure a complete understanding of basic transistor operation, performance and characteristics. It also is intended that this book will serve the initial needs of engineering students and engineers who are confronted with transistors for the first time.

HOW TO LOCATE AND ELIMINATE RADIO AND TV INTERFERENCE, by Fred D. Rowe. John F. Rider Publisher Inc., 480 Canal St., New York. 128 pp. $1.80.

ALTHOUGH interference investigation is a specialized field, the aim of this book is to assist the service technician in overcoming these difficulties by supplying him with the fundamental reasons why they occur. Since the basic methods of locating and eliminating many troubles are equally applicable to both radio and tv, no fine line of demarcation is drawn between the two, except in special cases.

COVER
NORTH CAROLINA'S
RICH, GROWING*
"GOLDEN TRIANGLE"
WINSTON-SALEM
GREENSBORO
HIGH POINT
WITH
WSJS
TELEVISION
CHANNEL 12
* A 24 COUNTY MARKET WITH A POPULATION OF 1,303,700
(Sales Management 1954 Survey of Buying Power)
NBC
Interconnected Television Affiliate
National Representative:
The Headley-Reed Company



With CBS Radio
Spot Sales assisting...

Every operation is a success!

With our help, you can operate with a sure and steady hand in thirteen of your most crucial areas. We'll provide you with everything you need to come through brilliantly...

THE RIGHT MEDIUM: In these areas—thirteen of the nation's biggest markets—you'll find 31% more radio families today than in 1947, before television. And family ownership of radios has increased 71% during the same period. And radio set sales are running 166% higher than television set sales. Radio's the right instrument for the most delicate—or the toughest—operation!

THE RIGHT STATIONS: Our thirteen stations command more than 36% of the nation's total population...more than 38% of the nation's retail sales. *And each station delivers the biggest average share of audience in its area, day and night, year after year after year!* In radio, the stations we represent represent radio at its best!

THE RIGHT REPRESENTATIVE: We're an outfit of 88 full-time radio people, including the largest research and promotion departments in the spot business, so that our account executives can give you *all* the answers *all* the time...can prescribe the right availabilities for the right kind of sales results in *every one* of the thirteen markets.

Call us in for consultation about *your* operation, won't you? Maybe we can be a real lifesaver.

CBS RADIO SPOT SALES

Representing: WCBS, New York—WBBM, Chicago—KNX, Los Angeles WCAU, Philadelphia—KCBS, San Francisco—KSL, Salt Lake City WCCO, Minneapolis-St. Paul—WBT, Charlotte—WMBR, Jacksonville WEEI, Boston—WRVA, Richmond—WTOP, Washington—KMOX, St. Louis—Columbia Pacific Radio Network and Bonneville Radio Network

DETROIT PUBLIC LIBRARY

All sources on request.

Owners of 140,500 sets in Arkansas, Louisiana and Mississippi consider KNOE-TV their home station. That's clearly indicated by local advertising from cities like Shreveport, El Dorado, Vicksburg, Natchez, Alexandria, Minden, Ferriday, etc. People in our area—and there are 1,664,000 of them—with spendable income of $1,591,352,000, look to us for their public service programs and announcements. Alexandria police called on KNOE-TV to telecast picture of criminal who escaped from their jail. We were chosen by Cerebral Palsy for their telethon in this region and raised over $60,000 on a $40,000 quota, which was considered an ambitious goal by CP officials. Money came in from as far away as Marshall, Texas, Little Rock, Arkansas and Jackson, Miss. You can sell this rapidly expanding 3-state market with KNOE-TV. Call us or H. R. Television, Inc.

Represented Nationally by H-R TELEVISION, INC.

KNOE-TV

Channel 8—Monroe, La.
CBS — NBC — ABC — DUMONT
Paul H. Goldman, V.P. & Gen'l Mgr.
A JAMES A. NOE STATION

OPEN MIKE

'Ads, Women and Boxtops'

EDITOR:

Your series "Ads, Women and Boxtops" by Duane Jones is a most excellent series.

I note in this week's BROADCASTING • TELECASTING that this series is condensed from a forthcoming book. Will you be kind enough to advise me the title and availability of this forthcoming book? We certainly want same for our library . . .

Lloyd D. Loers, Tv'Sls. Mgr.
KGLO-AM-FM-TV Mason City, Iowa

[EDITOR'S NOTE: Final publishing plans are not complete.

Thomas Doubted

EDITOR:

Someone sent me the clipping of the Norman Thomas letter you published in your current issue [June 21] headed "No Knights Needed." Since I am the "knight" to whom Mr. Thomas refers, may I make it clear that my original intention was not to debate Mr. Thomas on the merits—or lack of them—of Facts Forum, but to question him on his rather serious allegations concerning the organization. . . .

I know nothing about H. L. Hunt or his motives—good or bad—in sponsoring Facts Forum. But I believe he has as much right to go into the tv business as has Henry Ford Jr. through his Ford Foundation. As yet, I haven't noted Mr. Thomas raising any objections to Mr. Ford's activities. Why?

But what really got me was Mr. Thomas pressuring a network to keep Facts Forum off the air—and this in the name of "cultural freedom." This hardly made sense to me since Mr. Thomas' most recent book assails pressures on networks when pro-Communist entertainers are involved. . . .

Victor Lasky
New York

News When It Is

EDITOR:

Your editorial, "Vicious Horse Play," in June 14 B•T certainly hit the nail on the head in more ways than one. I am happy to see you take up the fight for radio stations to be able to broadcast news when it is news whether it's a horse race or anything else. . . .

Fred M. Wood, Gen. Mgr.
WWBZ Vineland, N. J.

Round and Round (Cont.)

EDITOR:

With regard to the "major" record companies recent action (the change to 45's etc.), it's too bad that we have to use that much used quotation "We have just begun to fight."

But, fight, we will!

Here in Texas, and I hope in every state, a movement is underway to enlist the aid and written sentiments of every broadcaster, on these issues. Look out record companies, when every state association gets this ball rolling. . . .

Les Eugene, Sta. Mgr.
KTFS Texarkana, Tex.

Left Out

EDITOR:

We note the story on page 62 of the June 28 issue in which recognition is given the successful "Dollar Days" staged by the Charlotte (N. C.) Broadcasters Assn. and the Charlotte Merchants Assn. It appears that WIST was apparently inadvertently omitted in the broadcasters' group which was credited with the project. I hasten to point out that WIST was very much a part of this successful project, and we are most pleased with the successful promotion our media had on this occasion. . . .

W. Frank Harden, Mng. Dr.
WIST Charlotte, N. C.

Fun for Fellowship

EDITOR:

In the June 28, 1954 issue of BROADCASTING • TELECASTING, page 98, there appeared a cartoon by G. C. Troop which we would like to include in copy for a future issue of our publication, "Visual Education Fellowship Newsletter." . . .

June Kushino, Administrative Sec'y
Dept. of Audio-Visual & Radio Education
National Council of the Churches of Christ
Chicago.

[EDITOR'S NOTE: Permission granted.]

Capital "T", All the Way

EDITOR:

On May 31, 1954, there appeared an article in your magazine . . . (and) reference was made to Technicolor . . . But we note that on one instance the word Technicolor was used with a small "t" whereas the words Ansco, Kodochrome and Kodak were used with initial capital letters in all places as befits their proper usuage as proper nouns.

. . .We wish . . . to call this to your attention and to be diligent in protecting our registered trade-mark Technicolor.

Volney F. Morin, Resident Counsel
Technicolor Motion Picture Corp.

Freak Tv Signals Are Back

THAT old midsummer madness—freak television reception—is back with us again, as correspondence at B•T revealed last week.

At least three television stations were pleased to acknowledge distant viewers—some of them thousands of miles away.

CJON St. John's, Nfld., reported receiving a portion of the Army-McCarthy hearings from WSYR-TV Syracuse, N. Y., on the 17-inch Marconi tv set at its studios.

WABC-TV New York, key ABC-TV station, said its signal was picked up 400 miles away.

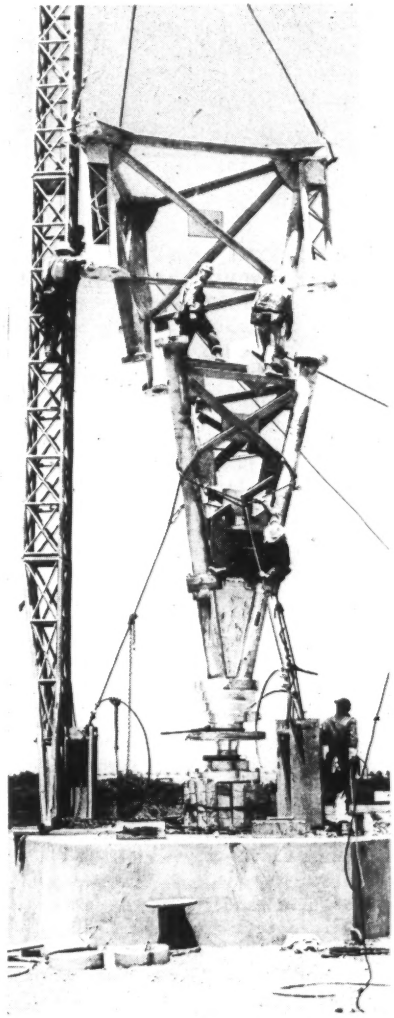
WCCO-TV Minneapolis-St. Paul said it had so many reports of reception from distant points that it is saving up a collection of cards and letters from distant viewers. These distant postmarks now number 22.

One WCCO-TV viewer was a man aboard a ship off the eastern coast of the U. S., who watched a basketball game from "thousands of miles away"; other messages were received from Florida, Pennsylvania, Texas, Alberta (Canada), Flordia, Georgia, Mississippi and Louisiana.

WABC-TV's and WCCO-TV's explanations of the phenomena differ somewhat. WCCO-AM-TV Engineering Director John M. Sherman says it's the troposphere acting up, caused by mysterious spots on the sun which create layers of gaseous substances in the troposphere to act as a giant reflector to a radio or tv signal.

ABC Engineering Vice President Frank Marx calls it abnormal temperature inversion, resulting from a cold front moving in rapidly over a warm front.

Going Up!



WORLD'S TALLEST MAN-MADE STRUCTURE!

KWTV

OKLAHOMA'S NO. 1 TV STATION!

NO. 1 IN HEIGHT—1572-foot tower, tallest in the world!

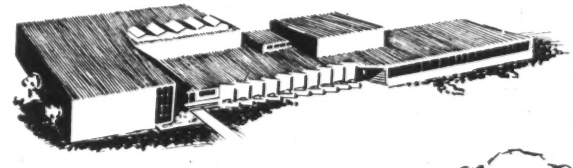
NO. 1 IN POWER—316,000 watts!

NO. 1 IN COVERAGE—will bring viewing to Oklahoma areas never before served by television!

The first 35 feet of KWTV's massive tower (at left) swings into place. This section weighs 64,000 pounds. In the other picture workmen set the solid steel cap on a cluster of 21 porcelain insulators. The insulators are four inches in diameter.

NOW is the time to start **your** (sales) building with KWTV. Ask us for the complete story!

EDGAR T. BELL, Executive Vice Pres.
FRED L. VANCE, Sales Manager



OKLAHOMA CITY

AFFILIATED MANAGEMENT KOMA CBS • REPRESENTED BY AVERY-KNODEL, INC.

EVEN **HAMILTON** WATCHES

W·H·E·N TV

IT takes two to make a duel, but better a bullet in the back than miss a single moment of the fun on Channel 8.

The eyes of Hamilton are on the target that really matters . . . WHEN-TV, where top score is perfect pleasure and everyone gets top score.

Hamilton is only one of the 250 upstate New York communities that happily shoot the works on WHEN-TV advertised products. And every day, every night the target-wise Hamiltonians fix their sights again on Channel 8.

Want to draw a bead on a covey of prospective customers . . . and bag some top sales for your product?

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A MEREDITH STATION

Everybody WATCHES

W·H·E·N TV

CHANNEL 8

SYRACUSE, N.Y.

our respects

to KIERAN THOMAS MURPHY

DETERMINATION to succeed is the backbone of Kieran Thomas Murphy's story.

Growing up on the sidewalks of the Bronx, young Kieran learned the value of a dollar the hard way when in his teens both parents died, leaving eight Murphy children.

At this stage of life Kieran Murphy had to think quickly. He shouldered his responsibilities —quit school and took the first job he could find. It was these early experiences with the art of making-do with what little you have that started Mr. Murphy on the ambitious climb to his present position as vice president and treasurer of the Crosley Broadcasting Corp.

He began as office boy with King Features. Running messages, going for coffee and assisting the bookkeeper seemed to him to be menial tasks. The necessity of completing his formal education seemed apparent.

Determined to get ahead, he enrolled in night school to complete his high school requirements. Then he entered Pace College, majoring in accountancy, and graduated after eight years of evening classes.

From there his career started to take shape. He left King Features and joined the fledgling Hearst Radio Inc. where he was soon promoted to a position with Hearst Enterprises Inc. The next step up was as assistant chief accountant for Hearst Enterprises, a job that encompassed the management side of newspapers, magazines, radio stations and other properties reaching across the country.

At the age of 28, in 1943, Mr. Murphy was made business manager of the Hearst-owned WINS New York. Three years later, when Crosley purchased WINS, Mr. Murphy stayed with the station and began his career with Crosley.

In 1949, he was appointed manager and controller of WINS. Under his direction the station hit its top level for net profits.

To Headquarters

Mr. Murphy's career began to mushroom. Because of his skill with corporate finances he was transferred about a year later to Crosley Broadcasting Corp.'s headquarters in Cincinnati as comptroller. In 1951, at the age of 36, Mr. Murphy was elected a vice president and named treasurer of the firm.

His activities as head of all the accounting departments of the multi-million dollar organization keep him constantly on the move. As part of the weekly work diet he keeps a watchful eye on income and expenditures of WLW Cincinnati and the four Crosley television outlets: WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WLWA (TV) Atlanta. He also is charged with inter-company industrial relations and the acquisition and sale of Crosley properties.

During the week, he is as much at home on an airliner flying to New York, Atlanta, Chicago or some other city, as he is in his office.

Business from Sickbed

It's a difficult task to keep the stocky, broad-shouldered Mr. Murphy out of things. A short while ago he was ordered hospitalized for a rest. The doctor turned a deaf ear to his many pleas to get back to work. Finally, after adamant requests, the doctor agreed to have a telephone installed in the room so that Mr. Murphy "might talk to his friends." Once the phone was connected Mr. Murphy was negotiating the final details of Crosley's recent sale of WINS.

In addition to all this, Mr. Murphy works directly with the U. S. government each year on the cost of operating the Crosley-built Voice of America transmitters located at Bethany, Ohio, about 30 miles north of Cincinnati. Each transmitter has a power of 200 kw.

Mr. Murphy's present plans for improving the financial functioning of Crosley are many. He is in the midst of reorganizing a number of corporate divisions and is eyeing new ways of speeding up the processing of financial reports and new methods to effect a closer financial liaison between and firm's varied enterprises.

In his office, amidst ledgers, tax books and corporate reports, Mr. Murphy has a table set aside for four pictures—those of his sons, Kieran Jr., 11, and Peter, 8, his wife, Anne, and his cousin, comedian Dennis Day. The Murphys are a singing Irish family and St. Patrick's Day finds their home full of music with the County Cork flavor.

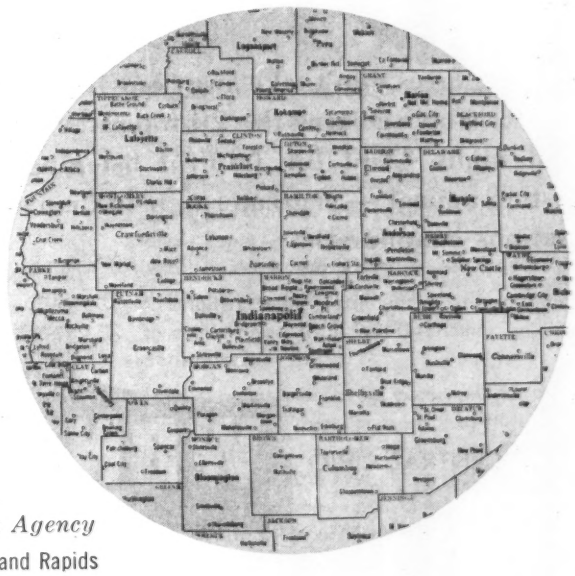
Mr. Murphy, who is also known as K. T., Kieran or just Murph, is fond of trout and deep sea fishing and bowling, and, when peace and quiet are available, reading—either news, business magazines or historical novels. At present he is taking some extra time to set his new home in order. It's on the western approach to Cincinnati and has plenty of ground for Mr. Murphy to toy with when his busy schedule permits.

Higher Tower, Higher Power

add 12,000 sq. mile coverage area

Tower:	UP	Now 1019 feet
Power:	UP	Now 100,000 watts
Households:	UP	76.1%*
Farm Households:	UP	147.3%
Tv Homes:	UP	59.5%
Retail Sales:	UP	71.8%
Farm Income:	UP	141.1%
Food Store Sales:	UP	74.3%
Drug Store Sales:	UP	20.3%
Counties Covered:	UP	122.2%

For topnotch national and local programming, topnotch facilities, topnotch signal and a topnotch market, see WFBM-TV.



* *Data, based on Nov. Nielsen, compares new coverage area with coverage prior to power-tower increase.*

WFBM-TV

Indianapolis • CBS

Represented Nationally by the Katz Agency

Affiliated with WEOA, Evansville; WFDF, Flint; WOOD AM & TV, Grand Rapids

Passing lures don't take away our listeners. We stack up . . . for we carry the 20 top-rated programs, day and night. And for faithful listening, WBNS has lasting appeal — a greater tune-in than all other local stations combined!

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

EDWIN REYNOLDS

on all accounts

EDWIN (RED) REYNOLDS, director of radio and television for Fletcher D. Richards Inc., New York, is one of the most talented promotion executives in the country. Moreover—as one agency man who has known him for 18 years put it—"When they start passing out honors for nice guys in the industry, there'd be no way in the world of keeping Red Reynolds off the first team."

Actually, Mr. Reynolds has another and earlier claim to All-American distinction—as oarsman on a championship Princeton crew of the late '20s. An alumnus of the class of '29, he was also a member of the famed Triangle Club there in the era that produced Josh Logan, Henry Fonda and James Stewart, fellow grads.

Bucking the business world in the first year of the depression, Mr. Reynolds started out as an investment adviser, the first of a series of depression jobs that led him eventually to his destined field of promotion. As far back as 1931 he saw the potential of frozen foods and initiated the first successful promotion of the infant Birdseye Food Co., introducing its products on menus of leading restaurants.

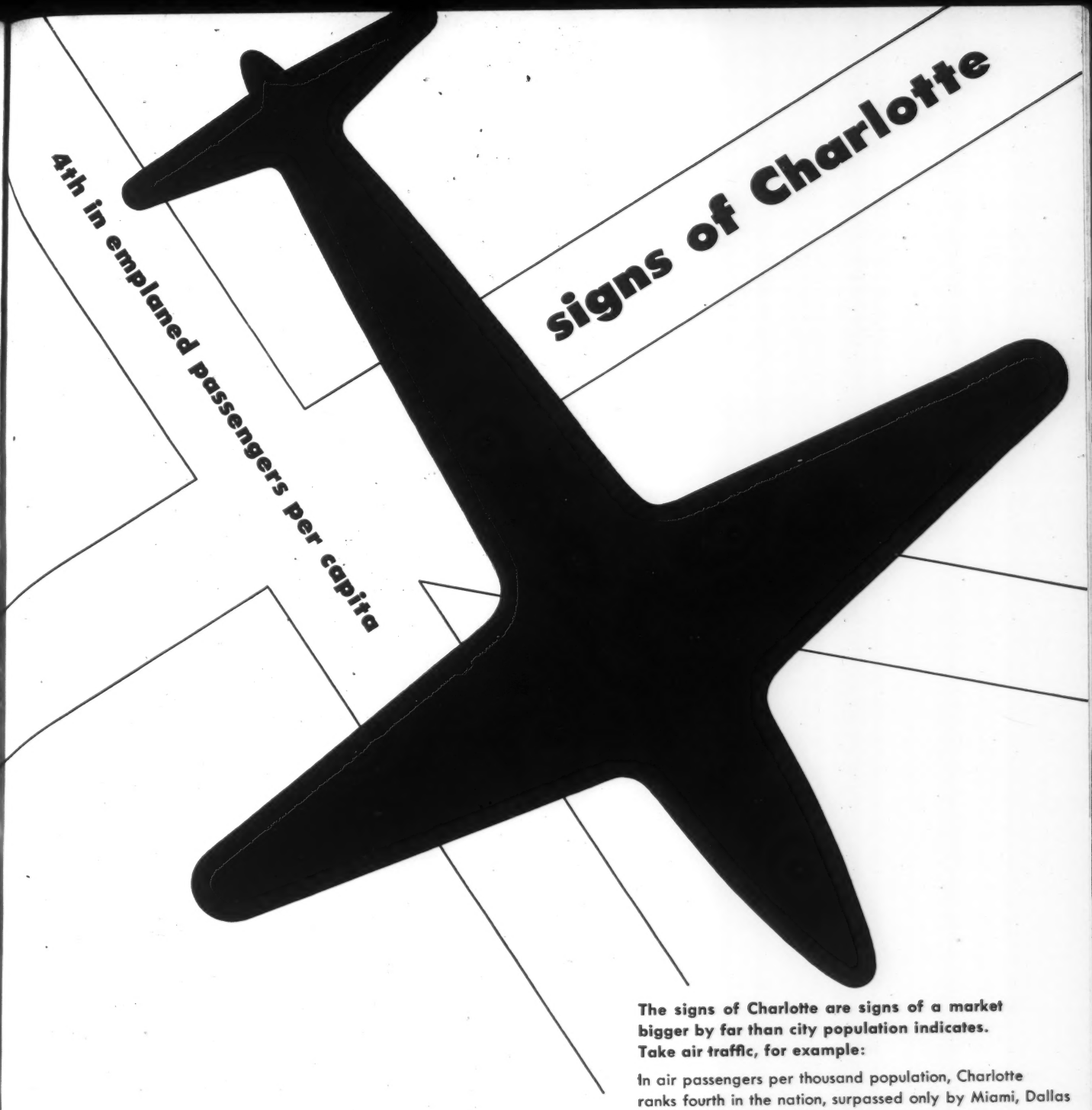
In 1932 he joined R. H. Macy's department store, where one of his duties was to write a show each Friday for Macy's on WOR. That was his introduction into radio. When the station moved from Newark to New York the officials there invited him to join the station as promotion manager. He accepted and remained with WOR in that capacity until 1936 when he accepted an offer from CBS to serve as copy chief under Vic Ratner, then head of promotion. Soon after that he was appointed manager of all CBS owned and operated station promotion. He stayed with the network for 15 years, leaving in 1950 to join the National Collegiate Athletic Assn. in Chicago, as its television director.

He remained with NCAA for six months and then accepted a bid from the Richards agency to function as program director in charge of the *Royal Showcase*.

Among the accounts that he supervises in radio and television are U. S. Rubber (participations on NBC-TV *Today*, live tv spot campaign in 85 cities), Avoset Mfg., Qwip (CBS-TV *Morning Show*), Eastern Airlines (91-station radio spot schedule) and American Machine Foundry (participation on CBS-TV *Omnibus* last year).

Mr. Reynolds has been married for the past 18 years to the former Charlotte Fairchild. They live in a Manhattan apartment.

Mr. Reynolds lists photography, the theatre and the Brooklyn Dodgers among his hobbies.



The signs of Charlotte are signs of a market bigger by far than city population indicates. Take air traffic, for example:

In air passengers per thousand population, Charlotte ranks fourth in the nation, surpassed only by Miami, Dallas and Atlanta—surpassing such air travel centers as Washington, Kansas City and San Francisco-Oakland.

Charlotte's bulging, pre-war air terminal gives way to a plush, new $1,500,000 terminal building due for dedication this spring.

Such busy-ness cannot be accounted for alone by the fact that there is no rival commercial airport for 60 miles in any direction but only by the additional fact that this 60-mile area is densely populated with prosperous people who depend upon Charlotte for air travel and myriad other services, including—

—Radio and television. Charlotte's great area stations, WBT and WBTV unite hundreds of populous textile communities into one integrated market ranking in the first 25 markets of the nation.

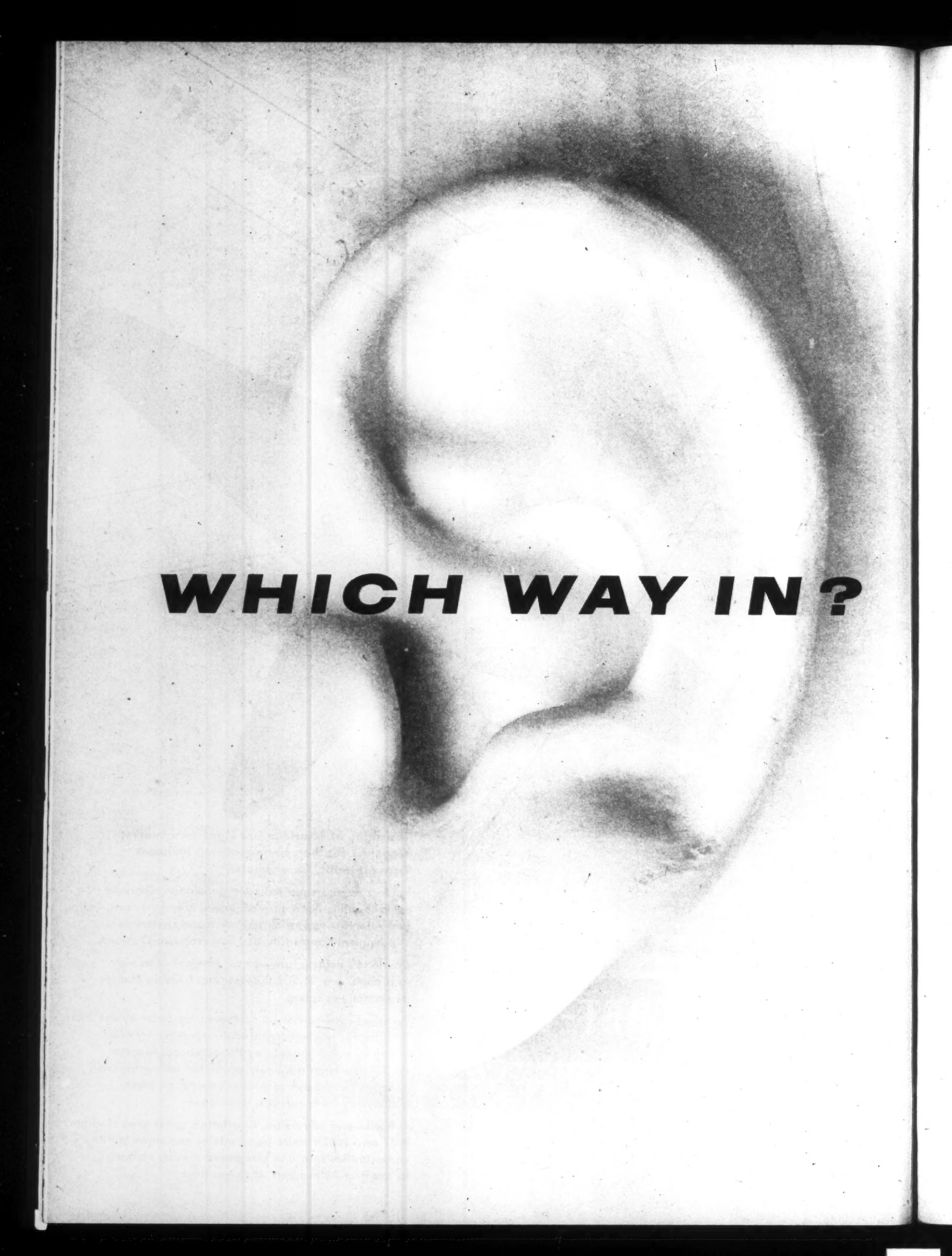
Coverage to Match the Market

Represented Nationally by CBS Radio and Television Spot Sales

WBT-WBTV

CHARLOTTE, N. C.

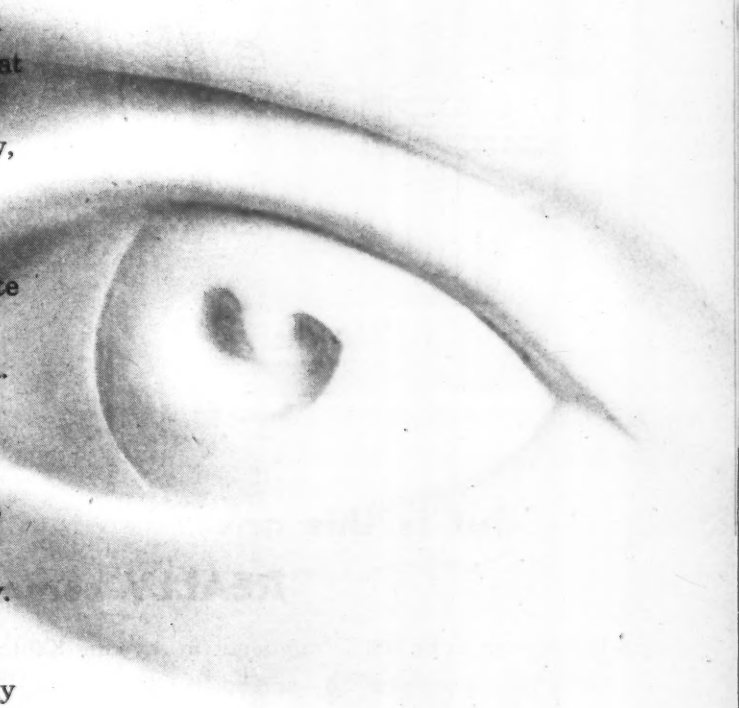
The Radio-TV Services of the Jefferson Standard Life Insurance Company


WHICH WAY IN?

How to make the most memorable impression on the human mind is the subject of a now classic debate among the advocates of mass advertising media.

It started with the advent of radio and the thesis that the living voice best moved men to action because it could tell your story with human persuasiveness, give it the precise emphasis your message required, and make every line a headline.

The partisans of the printed page have cited arguments as old as Confucius and held that in addition to the authority of the printed word, the use of pictures could arrest, clarify, evoke a mood and a desire to buy that the spoken word alone could never achieve.



Since the appearance of television, the debate seems somewhat academic. We'd like to participate in it, but nobody wants to listen. For we've never found anyone who doubted television's impact... even before it began.

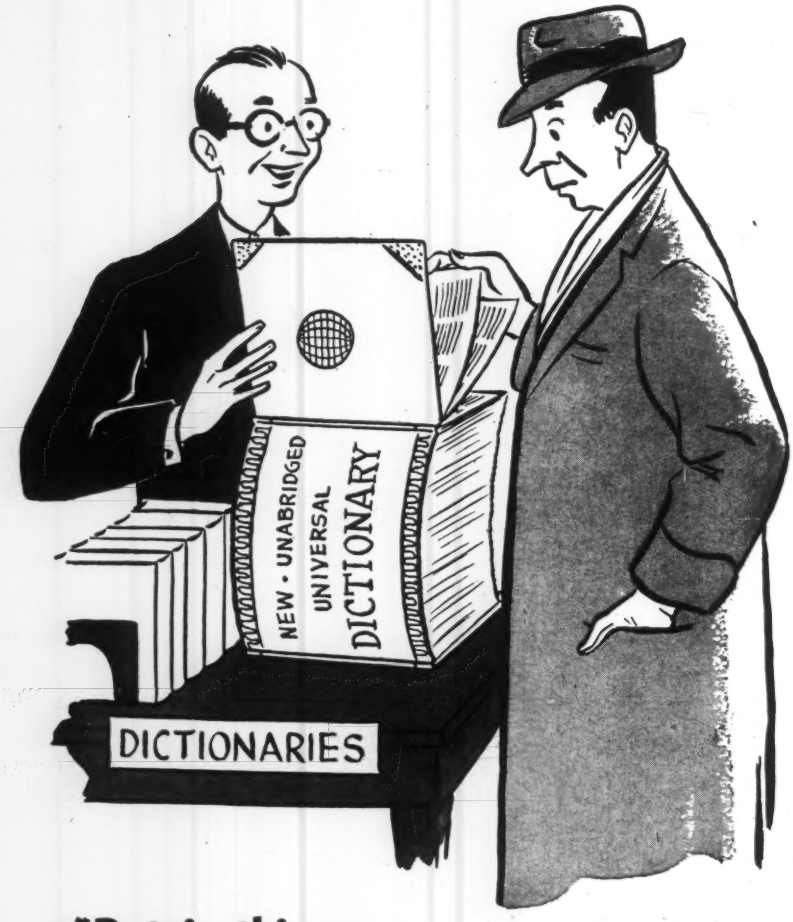
It was obvious at once that television makes the strongest impression. But it was not so certain to make it with comparable economy.

Yet television already wins larger audiences than any other mass medium. And it already reaches more people per dollar than printed media. To deliver the same total circulation today, television costs half as much as a group of magazines and a quarter as much as a group of newspapers.

And in all television, the network with the lowest cost per thousand is CBS Television —20% lower than the second network.

Advertisers, convinced that the eye and ear work best together, seem to have settled the debate with some finality. In the first four months of 1954, they made a greater investment in the facilities of CBS Television than in any broadcasting network or national magazine.

CBS TELEVISION



"But is this one REALLY complete?"

If you want to be 100% "thorough" in covering Kentucky with radio, more power to you—and you'll need *plenty!*

On the other hand, if you want to reach 51.3% of the State's total purchasing power, at minimum cost, you can do it with just *one* station! 5000-watt WAVE delivers the big Louisville Trading Area intact—covers it, plus a quarter-billion dollar chunk of Southern Indiana, thoroughly, and without waste circulation. To get the remaining 48.7% of the State's income, you need *many* of Kentucky's 47 other radio stations.

Check NBC Spot Sales for full details!

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, *Exclusive National Representatives*

IN PUBLIC INTEREST

'Highway Cavalcade 1954'

WTTM Trenton, N. J., has launched its Highway Cavalcade 1954, a public service safety program. The campaign, which lasts to Labor Day, each weekend features 36 hours' continuous programming of music, news, sports, traffic bulletins and highway detour details. In addition five quarter-hour broadcasts are aired each week on various aspects of safety. The program, which began in 1951, has won two public interest awards from the National Safety Council.

Wichita Marathon

A WICHITA broadcast marathon brought in more than $62,000 for the Cerebral Palsy Fund campaign last month. Facilities of KEDD (TV) Wichita were offered by John North, general manager, with KAKE, KANS, KFBI and KWBB taking part. The 16½-hour marathon was aired from the Arcadia Theatre.

Patriotic Contest

WOR-AM-FM-TV New York has launched a public service campaign to elicit audience response on the subject "Why I Have Faith in the Future of America." Listeners and viewers have been asked to enter a 50-word letter-writing contest designed to dramatize the Advertising Council campaign on "Economic Facts of Life," part of a continuing project on "The Future of America."

WFDF Airs Cancer Data

CANCER from the specialists' point of view recently was brought to listeners of WFDF Flint, Mich., when the station recorded a panel discussion of five nationally prominent cancer specialists taking part in the ninth annual Cancer Day program at Flint's Hurley Hospital and broadcast the discussion the evening of the same day. A special talk on Cancer Research was prepared for the program by Dr. Leonard A. Sheele, surgeon general of the U. S. Public Health Service.

WJBF-TV Aids ACS Fund

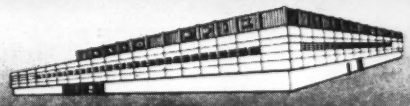
FORMER victims of cancer made two-minute television appearances in a two-day saturation campaign by WJBF-TV Augusta, Ga., as part of the Cancer Crusade fund appeal. Working in cooperation with the American Cancer Society and the local Richmond County Medical Society, WJBF-TV presented case histories of one-time patients, crediting cures to research made possible by contributions to ACS. As a result, a marked gain in donations over former campaigns was reported.

WOW-AM-TV Palsy Telethon

AN ESTIMATED $135,000 for cerebral palsy victims of eastern Nebraska and southwestern Iowa was brought in by a 16-hour telethon carried by WOW-AM-TV Omaha, Neb., according to John Dickman, national telethon chairman for United Cerebral Palsy Assn., and Mrs. Ben Cowdery, president of the Omaha chapter. *Dragnet* star Ben Alexander and radio-tv actress Toni Gilman co-emceed the program.

KYW Helps Ease Traffic

KYW Philadelphia's *Open Road U.S.A.*, series of weekend programs to aid motorists, received commendation from L. Ralph Phillips, superintendent of Valley Forge Park, for airing traffic conditions throughout the area over the spring weekends. KYW news department kept in touch with Pennsylvania police and Valley Forge Park police for reports on crowded roads and highway conditions with suggestions of alternate routes to and from park grounds.



TELEVISION KPIX

2655 VAN NESS AVENUE · SAN FRANCISCO 9, CALIFORNIA · PROspect 6-5100

March 29, 1954

Dear Mr. Haist:

I would like to let you know how our Channel 5 35-kw television transmitter has worked out. We feel that we have now had sufficient operating hours to make a comprehensive report of its performance.

The transmitter has been operating at the full 35,000-watts into a 3 bay Super Turnstile Antenna in accordance with full band width transmission characteristics specified by the Federal Communications Commission. In fact, we have made tests into the dummy load at 37,000-watts, indicating that the transmitter has excess power capability.

The output tubes, Machlett Type 5681, now have over 4,000 hours in the picture and sound transmitters. There is no indication yet of any reduction in their emission, which leads us to believe that we can expect 6,000 to 7,000 hours at least from them. This indeed indicates a most economical operation for high power television transmitters. To my knowledge this is the lowest tube cost per hour for a high power television transmitter operation.

I thought you would be interested in getting this information and knowing our praise of G. E. television equipment.

Very sincerely,

KPIX, INC.

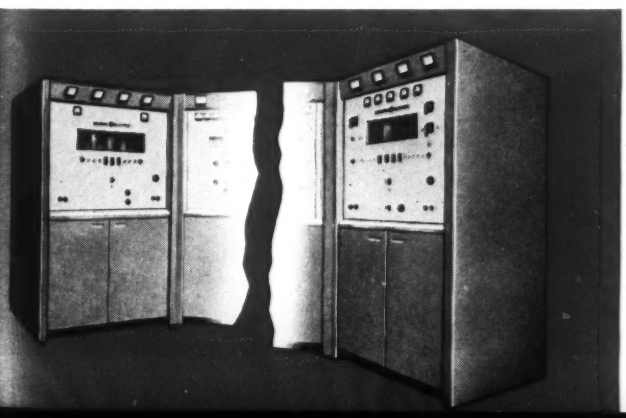
A. E. Towne

A. E. Towne
Director of Engineering

Here's how an expert rates G-E!

22 STATIONS RELY ON IT!

35 KW ★ LOW CHANNEL TV AMPLIFIER



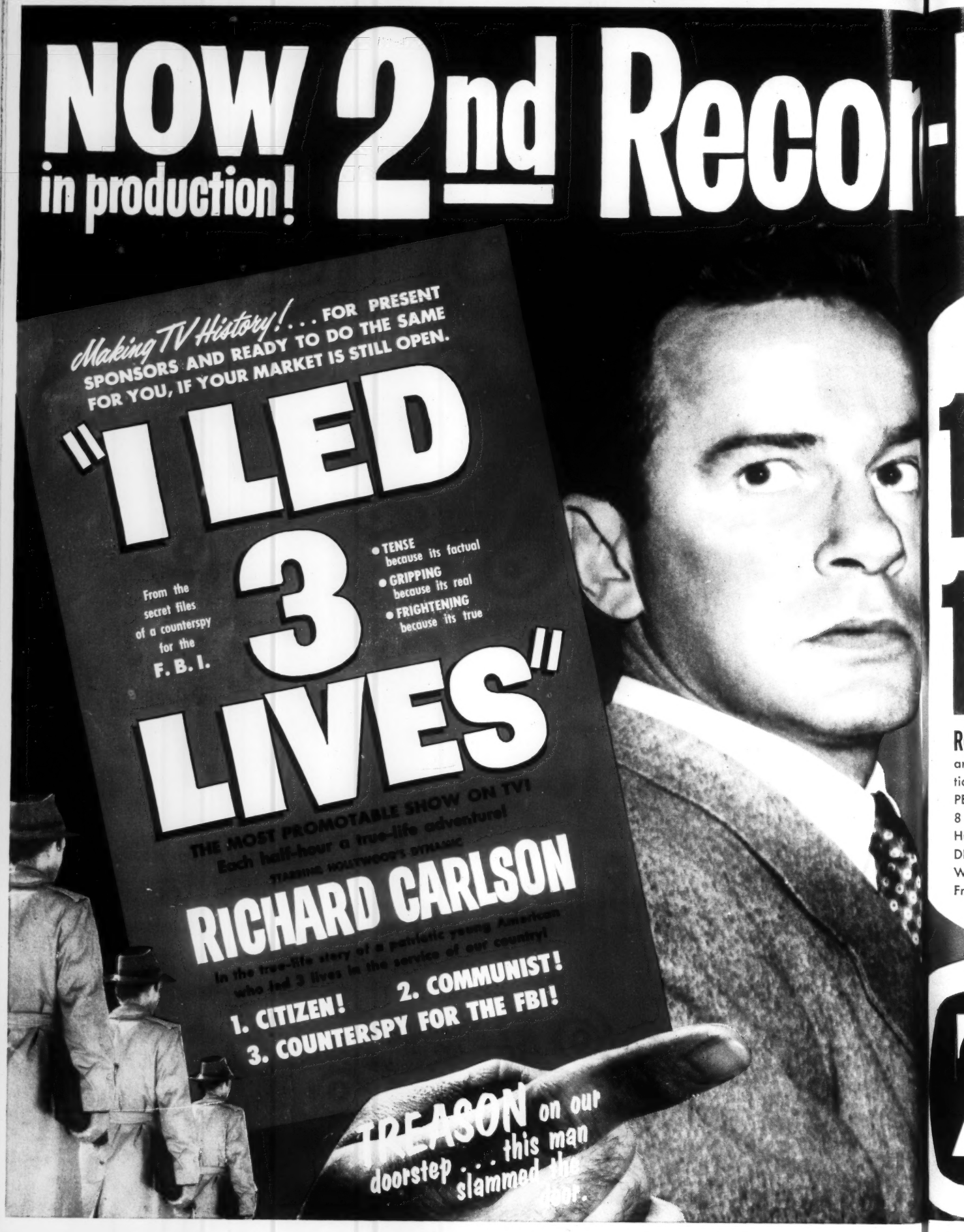
COMPARE THESE FEATURES . . . YOU'LL BUY GENERAL ELECTRIC HIGH POWER, TOO!

- **EXTRA LONG TUBE LIFE.** Operating and maintenance expense greatly reduced.
- **BUILT-IN RF SWEEP** simplifies alignment.
- **PICTURE QUALITY MAINTAINED AT ANY POWER FROM 35 KW DOWN TO 15 KW.** Get bonus tube life. When you can use it ...higher power is at your fingertips.
- **POWER GAIN OF 7.** Full power output from any 5 KW driver.
- **SINGLE-TUBE AMPLIFIER.** Highest circuit reliability.
- **TUNEABLE TO ALL LOW CHANNELS.**
- **SIMPLIFIED INSTALLATION.**

Progress Is Our Most Important Product

GENERAL ELECTRIC

BROADCAST EQUIPMENT SECTION, SYRACUSE, NEW YORK


NOW in production!
2nd Recor-
Making TV History!... FOR PRESENT SPONSORS AND READY TO DO THE SAME FOR YOU, IF YOUR MARKET IS STILL OPEN.
"I LED 3 LIVES"
From the secret files of a counterspy for the F. B. I.
• TENSE because its factual
• GRIPPING because its real
• FRIGHTENING because its true
THE MOST PROMOTABLE SHOW ON TV!
Each half-hour a true-life adventure!
STARRING HOLLYWOOD'S DYNAMIC
RICHARD CARLSON
In the true-life story of a patriotic young American who led 3 lives in the service of our country!
1. CITIZEN! 2. COMMUNIST!
3. COUNTERSPY FOR THE FBI!
TREASON on our doorstep . . . this man slammed the door.

r-Breaking Year!

Record-Breaking Ratings!

1ST NATIONALLY!

SPONSOR-TELEPULSE ratings of top spot film shows

Chart covers half-hour syndicated film programs specially made for tv

Rank	Top 10 shows in 10 or more markets Period 1-7 April 1954	Average Rating	22 MARKETS SURVEYED
1	*I Led Three Lives.* ZIV (D)	25.7	N.Y., L.A., Boston, Chi., Mpls., Seattle, St. L., Wash., Atlanta, Balt., Buffalo, Cinc., Cleve., Columbus, Dayton, Detroit, Milw'kee, Phila., S. Fran., Birm., Charlotte, New O.

1ST NATIONALLY!

FACTS AND FIGURES — April 12, 1954

BROADCASTING TELECASTING

ZIV's THREE LIVES TOPS FILM VIDEODEX

ZIV-TV's I Led Three Lives is still at the top of Videodex Inc.'s top ratings of TV films, based on a March 1-7 survey of programs that appear in a minimum of 20 markets. The survey includes percentage of TV homes, number of cities, and number of TV homes.

Program and Distributor	% of TV Homes	# of Cities	# TV Homes (000's)
1. I LED THREE LIVES (ZIV)	19.8	100	5,841

CONSISTENTLY AT THE TOP LOCALLY

Buffalo, Telepulse	53.0	New Orleans, Telepulse	58.0
Charlotte, Telepulse	59.3	Milwaukee, Telepulse	47.0
Cincinnati, ARB	47.7	Salt Lake City, ARB	39.6
Houston, Telepulse	36.0	St. Louis, Telepulse	44.3

Record-Breaking Renewals! It's ...ific! Stations and sponsors rushing to renew months before expiration date. Renewed for second year by: PHILLIPS PETROLEUM COMPANY in 23 markets; COORS BEER in 8 markets; WIEDEMANN'S in 3 markets; FALLS CITY in Huntington; IDEAL LAUNDRY in Fort Smith; ECKERD'S DRUGS, INC. in Charlotte; KCBD-TV, Lubbock, Texas; WNAC-TV, Boston; KTNT-TV, Tacoma; KRON-TV, San Francisco; GOLDEN STATE CO., LTD., in 8 markets.

Record-Breaking Results! Sponsors, agencies and stations speak for us in these quotes from typical unsolicited letters.

F. L. Rice, Manager, Advertising Department
PHILLIPS PETROLEUM COMPANY
"Our average rating over 23 TV stations used has steadily increased. With I LED 3 LIVES we are getting more than our share of the viewing audience in tough, multi-station markets."

Carl L. Nelson, Advertising Manager
GOLDEN STATE COMPANY, LTD., California
"Every day we receive enthusiastic reports from our sales staff, from letters, comments from market owners, customers or people who have switched to Golden State products because of the show."

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

XUM

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

KWKH is a 50,000-watt station — reaches out far, far beyond Metropolitan Shreveport. Even so, *look* how the hometown people like us, as proved by Hooper!

JAN.-FEB., 1954 — SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

KWKH reaches 22.3% more people, daytime, than all other Shreveport stations, combined! Cost-per-thousand listeners, however, is far, far less than *any* other station in the area.

Ask The Branham Co. for *detailed* data!

50,000 Watts • CBS Radio

The Branham Co., Representatives
Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

July 5, 1954 Vol. 47, No. 1

NARTB, TVAB FACTIONS MERGE FOR ALL-INDUSTRY FALL PUSH

Speed is the word as merger developments nip a potential video industry feud in the bud, with both NARTB and TvAB agreeing on a bureau to begin early promotion of tv. Both sides give ground, NARTB in sanctioning formation of the bureau outside its fold, and TvAB in conceding membership to networks.

TELEVISION will enter the advertising marts this autumn with its own all-industry promotion bureau following a series of fast merger developments that stopped a potential intra-tv feud.

National spot, network, regional and local tv will jointly face other media in the battle for advertising dollars, backed by a sales project that developed last week when NARTB and Television Advertising Bureau (TvAB) agreed to combine their separately conceived plans [B•T, June 28].

The merged tv bureau will be new and limited in scope during early weeks but it's conceived by its sponsors as a competitive weapon that will match the million-dollar Bureau of Advertising maintained by newspapers and similar media enterprises.

Action came quickly last week as NARTB and TvAB blended their separate projects. Final decision to solve the matter peacefully was reached Wednesday when the groups agreed at a Washington meeting to pool their resources.

Within hours a new committee was formed, representing all industry facets. It will report by mid-August with final details of an autonomous agency that will be independently financed and operated.

Speed Emphasized

Speed will be emphasized in an effort to produce sales material answering the claim of newspapers that they are the basic advertising medium. It appeared obvious, however, that many months will be required before the tv bureau can reach the effectiveness of the newspapers' bureau, or of radio's Broadcast Advertising Bureau.

The new bureau will be completely independent of another project—the NARTB television audience and circulation bureau, also in an embryo stage. NARTB has been working on its circulation measurement idea as well as a sales promotion bureau since late in 1952, with both designed to be independent units outside the NARTB fold.

The merger ended a two-month period marked by swift formation of TvAB as NARTB looked on with growing concern while continuing work on long-range plans to set up a sales bureau and then turn it loose to operate as an independent corporation along the lines of BAB.

Enthusiastic comments greeted the merger from both sides. NARTB officials didn't want to be quoted, but they indicated the way was clear to set up a bureau that would truly represent networks and stations. They attained several key points, including network participation, but gave up the privilege of first organizing the bureau inside the association.

Richard A. Moore, KTTV (TV) Los Angeles, acting chairman of TvAB, called Wednesday "a great day in television history." L. H. Rogers, WSAZ-TV Huntington, W. Va., who introduced a merger resolution a few minutes after TvAB's executive committees met in New York Tuesday, said the accord is "wonderful."

TvAB organizers, convinced that the need for speed in setting up the bureau was imperative, felt its two-month campaign had served to instill the need for fast action in the minds of the NARTB Tv Board, which just a week before had shrugged off the TvAB project and had decided to get its own bureau on the road. NARTB has held all along that any tv sales bureau must include networks as well as stations, whereas TvAB, formed under station representative encouragement, had excluded networks except through their owned stations.

NARTB flatly refused to have anything to do with a bureau that excluded networks, contending such a promotion project could not be financed without their help.

TvAB will close its temporary headquarters at the New Weston Hotel, New York, as soon as routine commitments have been handled. It has a nest egg of station dues that awaits formal action. Richard P. Doherty, who had been consultant to TvAB, was understood to be under contract but Neville Miller, legal consultant, was said to be on a per diem basis.

The joint industry committee named Wednesday to draw up plans for the new bureau consists of five TvAB committeemen and five NARTB tv directors. From TvAB are Mr. Moore; Roger W. Clipp, WFIL-TV Philadelphia; L. H. Rogers; Henry W. Slavick, WMCT (TV) Memphis, and George B. Storer Jr., Storer Broadcasting Co. Representing NARTB are five association tv directors, Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; Campbell Arnoux, board vice chairman; Kenneth L. Carter, WAAM (TV) Baltimore; Merle Jones, CBS, and W. D. Rogers Jr., KDUB-TV Lubbock, Texas.

First committee meeting will be held within a fortnight. At that time the 10-man group will pool the extensive file of NARTB preparatory work, prepared over a 19-month period, and the TvAB plans and promotion material.

Besides organizing groundwork supplied by TvAB and NARTB, the committee will work out ways of raising money to finance the enterprise, dues structure, administration and office.

If necessary other meetings will be held in late July and early August, with a formal operating plan to be submitted by mid-August. NARTB, it is understood, will supply temporary funds and clerical help to the committee. Should the committee become the nucleus of a board of directors, their next job will be to sell the sales promotion project to the industry.

Networks will respond favorably, it's believed, since they enjoy full participation in the plan. The money-raising job will have the benefit of the impetus already supplied by TvAB, which had been conducting a campaign for funds.

First steps to prevent a tv industry split and then to bring the competing NARTB-TvAB projects under one roof were taken June 24, the day after NARTB's Tv Board had decided to go ahead with its 19-month-old bureau plan. Mr. McCollough and W. D. Rogers Jr. contacted key parties in TvAB, with Mr. Rogers operating both as an NARTB tv director and a participant in TvAB's organization meeting during the Chicago convention in May.

Their warnings about the dangers of an industry split and the need for an all-industry

ACTIVE FIGURES in the merging of NARTB and TvAB tv sales promotion bureaus included (l to r) Clair R. McCollough, Steinman Stations, NARTB Tv Board chairman; L. H. Rogers, WSAZ-TV Huntington, W. Va., who introduced the TvAB merger resolution; Richard A. Moore, KTTV (TV) Los Angeles, acting TvAB chairman; W. D. Rogers Jr., KDUB-TV Lubbock, Tex., NARTB Tv director and participant in forming TvAB.

promotion apparently were heeded because merger talk developed as soon as TvAB's committeemen assembled in New York last Tuesday. L. H. Rogers emphasized these points when he introduced a merger resolution 10 minutes after the TvAB meeting convened.

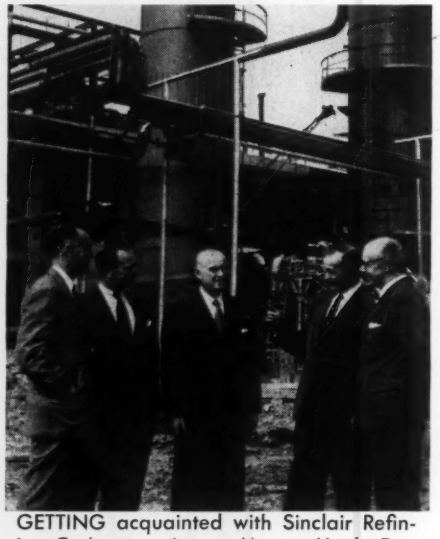
Besides agreeing to meet the next day with NARTB representatives, the TvAB committeemen worked on organization details and even discussed proposed selections of executive personnel. Mr. Moore reported many inquiries had come from advertising agencies for market data.

Attending the TvAB Tuesday meeting were: Messrs. Doherty; Moore; Slavick; Storer; Miller; L. H. Rogers; Ben Berenston, WGN-TV Chicago; Charles Crutchfield, WBTV (TV) Charlotte, N. C.; David Gentling, KROC-TV Rochester, Minn.; F. E. Fitzimonds, KFYR-TV Bismarck; Paul Adanti, WHEN-TV Syracuse; Robert B. Hanna, WRGB (TV) Schenectady; Tom Harker, Storer Broadcasting Co.; Payson Hall, Meredith stations; William Rines, WCSH-TV Portland, Me.; Jack Harris, KPRC-TV Houston; Harold P. See, KRON-TV San Francisco; G. Bennett Larson, KTVT (TV) Salt Lake City; Gordon Gray, WOR-TV New York; Don Searle, KOA-TV Denver.

Meeting Wednesday at NARTB Washington headquarters were Messrs. Moore, L. H. Rogers, Slavick, Storer and Clipp for TvAB; for NARTB, Messrs. McCollough, Carter and President Harold E. Fellows, who presided.

Mr. Fellows opened the merger meeting by stating the association's position and emphasizing the common dangers involved in a feud. He said NARTB felt strongly that television should be sold on an all-industry basis and not exclude any group such as networks. He said he hoped a plan could be developed that would attract every tv station in the country.

A statement announcing the merger was drawn after an agreement was reached and cleared by telephone with key officers and directors of the two organizations.



GETTING acquainted with Sinclair Refining Co.'s operation at Marcus Hook, Pa., are (l to r) Stanley F. Ellsworth, vice president and account executive, and William L. Wernicke, radio-tv director, both of Morey, Humm & Johnstone, Sinclair's agency; James J. Delaney, Sinclair advertising manager; R. J. Self, superintendent of the Marcus Hook refinery, who is describing the plant, and John R. Gambling, m.c. on WOR New York's breakfast-time program, which Sinclair sponsors.

Air Force to Brief Competing Ad Agencies

Meeting this week will center around the filing of bids for a $1.2 million recruitment advertising program to be conducted by the Air Force for fiscal year 1955. The 1952 advertising policy will continue, however. This excludes the purchase of radio-tv programs or spots. Broadcasts now are on a public service basis.

ADVERTISING agencies will be briefed this Wednesday by the U. S. Air Force at the Pentagon in Washington, D. C., on the filing of bids for a $1.2 million recruitment advertising program.

The contract will cover fiscal 1955, which began last Thursday and ends June 30, 1955. Recruitment advertising now has been split between the Air Force and the Army, a departure from the former program which was operated jointly.

Questionnaires in the hands of agencies interested in the account must be returned by July 20. The Air Force's Headquarters Air Material Command (Wright-Patterson Air Base, Dayton) is letting the bids.

Time Purchasing Policy Continues

The Air Force says that it will continue its 1952 policy on time purchasing. This policy rules out purchases of radio or tv programs or spots. Broadcasts now are on a public service basis. The military pays for production costs but not for station or network time. Wednesday's briefing will be held in Room 5A1070, 10 a.m. EST.

At the same time, the Army Recruiting Service announced that Dancer-Fitzgerald-Sample, New York, would continue to handle its advertising through fiscal year 1955. D-F-S has had the account since October 1952. The renewed budget with D-F-S is for $500,000.

However, the Army said that it also would ask for bids from agencies for the following fiscal year—July 1, 1955, through June 30, 1956. Contract award will be announced next April, the Army said, with the selected agency being briefed during May and June in 1955.

JOHNSON & JOHNSON Co. has signed as one of the sponsors of next fall's Imogene Coca show featuring the former NBC-TV *Your Show of Shows* co-star. L to r: Robert W. Sarnoff, executive vice president of NBC; Edward G. Gerbic, sponsor's vice president and director of merchandising and advertising; Sylvester L. Weaver Jr., NBC president; Miss Coca.

Package Designing for Tv Seldom Advisable—Grey

IN appraising package design and the way it looks on color tv, as many advertisers and agencies are doing these days, don't overlook that the appeal of the package on the shelf to the purchaser in the store is the most important consideration, according to the July 1 issue of *Grey Matter*, advertisers' bulletin published semi-monthly by Grey Advertising Agency.

"Color television—coming on top of the self-service, self-selection retail revolution—will make the package a still more important member of the product selling family," *Grey Matter* states.

"But let's always remember that the first and foremost package consideration must be the appearance of the package under typical lighting and shelf display conditions in the more important retail outlets. Then, if the package design that functions most efficiently under these circumstances does not 'come over' well on the home color tv screen, the problem is easily solved by hand color-corrected samples.

"So—:

"1. Don't design your package expressly for color tv.

"2. It is not necessary—it will seldom be advisable.

"3. The first and darn near the last consideration of package design is its appearance on the retail shelf—for color tv presents few package-design problems. To the contrary, color tv presents unique, new and persuasive package promotional opportunities."

Brewery to Boost Radio-Tv

PORTENT of future activity in the western "battle of the brews" [B•T, May 24] was the opening last fortnight of a new $20 million Anheuser-Busch brewery in Van Nuys, Calif., with an announced production capacity of 1.8 million barrels annually. With an intense battle now underway for the western beer market, the firm is expected to augment its current radio-tv schedule in that area.

Part of the campaign is the recent purchase of the *Stories of the Century* series in six northwest markets for 52 weeks [B•T, May 24]. Agency is D'Arcy Advertising Co.

Hartnett Heads Tobacco Unit

TIMOTHY V. HARTNETT, who retired as president of Brown & Williamson Tobacco Corp. on June 30, has been named full time chairman of the Tobacco Industry Research Committee, O. Parker McComas, president of Philip Morris & Co., announced last week. The committee was formed early this year by 15 tobacco manufacturers and organizations to sponsor research on tobacco and health.

Matthews to FC&B

WILLIAM C. MATTHEWS, who recently resigned as president of Abbott Kimball Co., New York, has returned to Foote, Cone & Belding, New York, as a vice president and account executive.

Amoco Buys Network Time On ABC-TV, CBS Radio

SIGNING of the American Oil Co. to sponsor all the 12 home and away games of the professional football Washington Redskins over an ABC-TV network serving the Southeast was announced by ABC-TV last week. The schedule will begin Sept. 26 and end Dec. 12. All are Sunday games with the exception of a Saturday night game Oct. 2.

Arrangements were completed by George M. Glazier, manager of advertising and sales promotion for Amoco; Robert H. O'Brien, executive vice president of ABC; John McHugh, vice president of the Joseph Katz Co., Baltimore, agency for Amoco, and George Preston Marshall, president of the Redskins.

Amoco also has signed to sponsor a full hour of CBS Radio Network's three-hour *On a Sunday Afternoon* program starting yesterday (Sunday). This buy is in addition to its sponsorship of *Edward R. Murrow and the News* on CBS Radio, five times weekly. The new buy expands Amoco's sponsorship to two and one-fourth hours per week on CBS Radio.

The Amoco-sponsored hour portion of the three-hour series will be entitled "Rhythm on the Road," 4:30-5:30 p.m., and will feature the "Sunday Afternoon Regulars," Eddie Gallaher as host, Louis E. Carlyle and Stuart Foster as vocalists, and Russ Case and his 26-piece orchestra.

SPOT NEW BUSINESS

Sunset Oil Co., L. A. (Golden Eagle Service stations), is conducting 13-week radio-tv spot announcement campaign, with singing jingle created by Song Ads Inc., Hollywood, using 100 spots weekly on two local radio and 20 spots weekly on one tv station, with possibility of expanding both spots and stations. Agency: William W. Harvey Inc., Hollywood.

Richfield Oil Corp., L. A. (for subsidiary Rocket Gasoline), starts continuing radio spot announcement campaign, using one-minute and 20 second jingles on 10 Oregon and Washington stations in connection with local dealers. Agency: Hixson & Jorgensen Inc., L. A.

NETWORK NEW BUSINESS

Whitehall Pharmacal Co., N. Y., has signed Monday night portion of the Doug Edwards news show on CBS-TV and alternate-week sponsorship of *Name The Tune*, Thursdays, 10:30-11 p.m. on ABC Radio. Biow Co., N. Y., is agency.

NETWORK RENEWALS

Ralston Purina Co., St. Louis, and **Nestle Co. Inc.,** White Plains, N. Y., have renewed 52-week sponsorship of *Space Patrol* (ABC-TV, Sat., 11-11:30 a.m., EDT), starting Sept. 4. Agencies: Gardner Adv., St. Louis (Ralston) and Cecil & Presbrey, N. Y. (Nestle).

AGENCY APPOINTMENTS

American Can Co. (fibre milk container dept.), appoints Compton Adv., N. Y.

Tilghman Sales Co., Tilghman, Md., appoints M. Belmont Ver Standig Inc., Washington, for its Old Salt brand of sea food products.

Grocery Store Products Co. (Foulds Macaroni div.), Chicago, appoints Clinton E. Frank Inc., same city.

District of Columbia Building & Loan League appoints Kal, Erhlich & Merrick, Washington, to handle advertising for drive for new savings accounts to start this fall. R. Edward Hotze is account executive.

Lee-Tex California (balloon manufacturers), Los Angeles, appoints The Edwards Agency, same city, to handle national advertising.

Adam Scheidt Brewing Co. (Valley Forge beer, Prior beer, Rams Head ale), appoints Al Paul Lefton Co., Philadelphia.

Milnot Co., Litchfield, Ill., appoints McCann-Erickson Inc., N. Y.

Good Luck Products Div. (Good Luck Cream Sauce Mix & new products), Lever Bros. Co., N. Y., appoints Foote, Cone & Belding, N. Y.

American Woolen Co., N. Y., appoints Weiss & Geller, N. Y.

Max Factor, Hollywood (Erace, cover-up used before make-up), appoints Doyle Dane Bernbach Inc., N. Y.

MCA Tv Ltd. appoints Paris & Peart Adv., N. Y. Donald C. Porteous is account executive.

Globe Brewing Co., Baltimore, for Arrow 77 beer, appoints AWL & Golnick Assoc., same city.

AGENCY SHORTS

Maurie H. Orodenker, moved to larger quarters at 1530 Land Title Bldg., Phila.

Ewell & Thurber Assoc. July 1, moved eastern offices from New York to 56 Grand St., White Plains, N. Y.

A&A PEOPLE

Ben R. Donaldson, advertising and sales promotion director, Ford Motor Co., named director of Ford institutional advertising.

George E. White, production manager, Maxwell House Div., General Foods Co., named advertising and merchandising manager of division.

Harold G. Abernathy promoted to national sales promotion manager, Dr. Pepper Co., Dallas, Tex., succeeding **Robert L. Stone,** recently named national sales manager, fountain division.

William F. Stalker, formerly vice president, Simon, William & Roberts Adv., Youngstown,

An Ad Veteran Retires

FORTY key members of Lennen & Newell, New York, met last Wednesday in the agency's conference room to pay tribute to Phillip W. Lennen, who retired on that day as director and chairman of the board of Lennen & Newell. The retirement was in fullfilment of his plans made two years ago. It was effective on June 30 on his 67th birthday.

H. W. Newell, agency president, made a presentation to the Lennen & Newell organization of a portrait of Mr. Lennen which had just been completed by Gerald L. Brockhurst, noted artist.

Mr. Lennen plans to leave with his family for Europe soon, where he expects to spend the summer. He plans to write a book on advertising, not for the trade but for the consumer, telling some of the exciting advertising exploits in which he has taken part during the past half century.

SATTLER'S Department Store will sponsor filmed *Waterfront* on WGR-TV Buffalo. Signing (l to r): seated—Joe Bernard, WGR-TV gen. mgr.; Aaron Rabow, Sattler's pres.; standing, Ollie Howard, WGR-TV sls. mgr.; Bob Cornelius, prom.-mchdsg. v.p., Sattler's; Manny Roizen, Roizen Adv.; Frank Brill, slsmn., United Tv Programs, film dist.

WHAS-TV Louisville will carry live *Hayloft Hoedown* for alternate sponsors Delmonico and Stokely-Van Camp. L to r: Al Gillen, WHAS-TV sls. mgr.; Hugh Hunter, Stokely rep.; Don Cotton, Delmonico rep.; Jack Markward, WHAS-TV sls. rep.

TOLEDO'S four Chevrolet dealers inaugurated a Father of the Year contest, tied in with advertising on WSPD-AM-TV. L to r: seated, George Kopf, Kopf Motor Sales Co.; Bob Lownsbury, Lownsbury Chevrolet Co.; Jack Senn, Jim White Chevrolet Co.; Jim Ward, Carl F. Weissenberger Inc.; standing, Bill Rimmelin, acct. exec., WSPD; Bob Evans, acct. exec., WSPD-TV.

SERUTAN Co. will sponsor live mystery, *The Stranger*, on WABD (TV) New York and DuMont Tv Network. L to r: seated, Walter Craig, v.p.-adv. dir., Serutan; Ted Bergmann, DTN mng. dir.; standing, William Koblenzer, DTN eastern sls. mgr.; Edward Kletter, pres., Edward Kletter Assoc., Serutan agency.

Ohio, named sales promotion manager, Century Food Markets Co. (chain food stores), headquartered in Youngstown.

Peter La Rosa, president, V. La Rosa & Sons, Brooklyn (macaroni products), elected president, National Macaroni Mfrs. Assn.

Douglas Meservey, account executive, J. Walter Thompson Co., L. A., transfers to agency's San Francisco office in similar capacity.

Alan B. Miller, formerly with Carter Products Inc., N. Y., appointed an account executive, Weiss and Geller Inc., Chicago.

Warren P. McKenna, advertising manager, John W. Williamson & Sons Inc., Montebello, Calif., to Hill & Christopher Adv., L. A., as account executive.

Russel A. Behr named account executive, Ayres, Swanson & Assoc., Lincoln, Neb., effective tomorrow (Tuesday).

George Height, onetime production supervisor, *Robert Montgomery Presents,* to McCann-Erickson, Hollywood, as production supervisor.

Joseph G. Ferrara, formerly with production dept., Lawrence Fertig Agency, N. Y., appointed production manager, Levy Adv., Newark, N. J.

Christy Walsh Jr., press information dept., NBC Hollywood, to Ted Bates & Co., that city, as director of public relations.

Frederick Sherman, formerly senior copywriter, Lynn Baker Inc., N. Y., to publication division of copy staff, Erwin, Wasey & Co., L. A.

John J. Ennis, Benton & Bowles, N. Y., to media staff, Bryan Houston Inc., N. Y.

H. Kendig Eaton, public relations director, Mathisson & Assoc., Milwaukee, appointed editor of *Torch,* official publication of Milwaukee Adv. Club.

Mary Harris, freelance writer, director and producer in radio and tv, to radio-tv department, McCann-Erickson, N. Y., as a production supervisor.

Douglas K. Burch, formerly with Benton & Bowles Inc., N. Y., to Stockton, West, Burkhart Inc., same city, as manager of tv and radio programming.

Jess L. Hadsell, advertising manager, WOWO Ft. Wayne, Ind., to contact dept., Gray & Rogers, Phila.

John B. Fergison, formerly with *Oregon Journal,* Portland, to Hyster Co., same city, as copy chief, succeeding **Edward Cauduro,** resigned.

Lyman Cooper, formerly of McCann-Erickson, N. Y., to Street & Finney Inc., same city ,as art director.

James Monley, Foote, Cone & Belding, N. Y., to art directors staff, Ted Bates & Co., same city.

C. Murray Crumming, Erwin, Wasey & Co., N. Y., and **Len Hall,** Animated Productions, to tv copy dept., Benton & Bowles, N. Y.

John D. Finley, formerly assistant advertising manager, J. R. Watkins Co., Winona, Minn., to Bruce B. Brewer & Co., Minneapolis, as copywriter; **David Riebe,** formerly with Reproduction Services, to art staff, Brewer agency.

Beatty Stevens, 66, formerly head of his own Seattle advertising agency, died June 18.

FILM GROUP PLANS N. Y. COLOR SHOWING

Film Producers Assn. and NBC-TV to demonstrate color film findings resulting from joint study of several months.

FILM PRODUCERS Assn. will hold a closed-circuit demonstration of films for color tv at NBC-TV's Colonial Theatre in New York on July 12. It is said to be the first demonstration that will feature 35mm, as well as 16mm color film.

FPA has been working closely with the NBC color corps for several months shooting tests on three main types of film in the studios of various members of the group. Products and packages were obtained from advertising agencies, with more than 50 varieties included in the footage. It consists of Technicolor 35mm, Eastman 35mm and commercial Kodachrome 16mm, with filming done under identical conditions for all three types. Reduction prints of Technicolor and Eastman to 16mm also will be screened.

The demonstration on July 12 will be followed by a panel discussion including the directors, art directors, cameramen and the NBC color corps, who participated in the actual preparation of the films.

New Telefilm Representatives

APPOINTMENT of various regional representatives to the staff of Telefilm Enterprises, New York, was announced last week by Charles Wick, president, and Bud Austin, vice president and general manager. The company's initial film property is *Fabian of Scotland Yard,* a series of 39 half-hour films, based on cases from the files of Scotland Yard.

New representatives are Al Levine, Chicago; Bob Gabriel, Philadelphia; Robert Blair, Cleveland; W. D. Besselieu, Miami; Martin Hogan, Richmond; R. B. Davis, Nashville, and Ed Stevens, Atlanta. Jim Kier will cover Arkansas and Louisiana and KTTV (TV) Los Angeles will represent Telefilm on an exclusive basis for 11 western states and Texas. It was announced that Bill Russell and Ed Freeman have been added to Telefilm's New York staff.

Reynolds Forms Own Firm

SHELDON REYNOLDS, producer-director-writer of the *Foreign Intrigue* tv series of half-hour filmed programs, has formed his own distribution company, Sheldon Reynolds Productions, to syndicate the series for markets outside those eastern cities in which the program is sponsored by Ballantine & Sons. The new firm will have headquarters at 1740 Broadway, New York. Another Reynolds series, *Sherlock Holmes,* which has been in production in Europe for several months, is being syndicated by Motion Pictures for Television.

MR. REYNOLDS

Rebellion on Film

CBS Newsfilm claims to be first on the air with action films on the rebellion in Guatemala, according to Bill Corrigan, Washington manager of CBS Newsfilm. Cameraman Bruce Hoertel of Newsfilm's Washington headquarters left the U. S. by airliner June 23, arriving at Tegucegalpa, Honduras, the same afternoon in time to film a student riot in the Honduras capital. The films were flown back to New Orleans, where they were originated the following day, June 24, on CBS-Tv's *Douglas Edwards & the News* (7:30-45 EDT). Mr. Corrigan said that, although Mr. Hoertel has a private pilot's license, he has been forced to travel by muleback. He said Mr. Hoertel, traveling with the rebel army, has sent several action film sequences back to CBS since the June 23 riot.

Freight Savers Announces Client List of 22 Stations

CURRENTLY in operation as tv film shippers, Freight Savers Inc., Hollywood and New York, has announced a client list of 22 stations across the country. The firm expedites film shipments and saves individual stations "prohibitive" shipping costs by consolidation, according to Hal Marienthal, president, and former traffic manager, Lou Snader Telescriptions, Hollywood.

Other officers include George G. Meyer, Beverly Hills advertising agency executive, as vice president, and Sidney Dorfman, secretary-treasurer. Offices are located at 1133 Broadway, New York, where Philip Jaffe is general manager, and at 735 Seward St., Hollywood.

Suit Against Webb Dismissed

DAMAGE suit for $100,000, filed in Los Angeles Federal Court against Jack Webb, KNBH (TV) Hollywood and others by Lewis E. Smith, carnival operator, was dismissed last week by U. S. Judge William C. Mathes, who ruled that it contained no cause of action in a federal court. The plaintiff, who last March reported that a black panther was loose in the Los Angeles area and later revealed the story was a "publicity stunt," charged that the June 8 broadcast of NBC Radio *Dragnet* invaded his privacy, implied he was insane, was adapted without his permission and was factually incorrect. He also had asked for a court order to prevent Mr. Webb from rebroadcasting the radio program and telecasting a tv version on his NBC-TV series.

INS-Telenews Film Sales

NINE new sales of INS-Telenews tv film services were announced last week by Robert H. Reid, manager of the International News Service tv department. INS-Telenews daily film service was sold to KRON-TV San Francisco and KSWS-TV Roswell, N. M.; INS-Telenews weekly news review was sold to Indianapolis Power & Light Co. by WISH-TV Indianapolis, and to Quality Southern Pine Producers over WALA-TV Mobile, Ala., while General Tire & Rubber Dealers added WDAK-TV Columbus, Ga., and WMSL-TV Decatur, Ala., for the INS-Telenews weekly sports review, and Radiodifusora Nacional Tv, Bogota, Colombia, purchased all three news film services offered by INS-Telenews.

Rogers to Ask Rehearing On Film Release Edict

WITH filing deadline tomorrow (Tuesday), Roy Rogers Enterprises, through Attorney Frederick Sturdy, announced it definitely will petition for a rehearing on the U. S. Circuit Court of Appeals decision permitting tv showings of the star's old theatrical pictures [B•T, June 28].

In its ruling June 4 [B•T, June 14], appellate court held that the injunction issued previously by Federal Judge Peirson M. Hall restraining Republic Pictures from selling the old Rogers films to tv was in error.

Sutherland to Gross-Krasne

SIGNING of A. Edward Sutherland, director of production in the radio-tv department of McCann-Erickson Inc., New York, as vice president of Gross-Krasne Inc., Hollywood, has been announced by Jack J. Gross and Philip N. Krasne. Mr. Sutherland will serve as executive producer on both the *Big Town* and *O. Henry Television Playhouse* film series. Creator-producer-director of NBC-TV's *Martin Kane* for Kudner Agency, New York, he first entered the production field as assistant to Charlie Chaplin on "The Gold Rush" feature film.

Simultaneously announced was the signing of Mark Stevens, star of *Martin Kane*, to portray Steve Wilson in *Big Town*, which, with a revised format, is scheduled for NBC-TV this fall.

'Racket Squad' Renewals

RENEWALS of *Racket Squad*, 98 half-hour tv film dramas, total 85.7% since the series was made available for syndication last fall, George T. Shupert, president of ABC Film Syndication Inc. has announced. In 9.5% of the markets, new buyers picked up the series within 10 days of the expirations of the original contracts, he said.

Texas markets, with 100% renewal of the series, set the *Racket Squad* geographical record, Mr. Shupert noted, with 57% of all renewals coming from western markets, where the program is second-run in all but three markets.

Kirby Suit Still On

MOTIONS to dismiss the $250,000 suit by Col. Edward M. Kirby against movie star Broderick Crawford, Al Gannaway and William F. Broidy was denied by Federal District Judge Edward A. Tamm in Washington last fortnight. The suit claims that Col. Kirby, former chief of the Army radio-tv branch, was hired by the defendants to secure U. S. Treasury Dept. permission to use Secret Service symbols in radio, tv and motion picture productions. The Hollywood figures deny that any such contract existed.

$2 Million for 'Oakley'

FILM SYNDICATION deal involving more than $2 million in time and talent charges and thought to be the largest in tv to date was completed last week when B & B Enterprises (Tv Time foods) signed a contract with Annie Oakley Productions Co. through CBS Television Film Sales for use of *Annie Oakley* films throughout the U. S. for two years beginning in October, to advertise Tv Time popcorn. Sherwin Robert Rodgers & Assoc. is agency for Tv Time foods.

ZIV TV PROGRAMS begins producing the second year of *I Led Three Lives* with 65 markets pre-sold. Actor Richard Carlson (r), star, and Maurice (Babe) Unger, Ziv West Coast operations vice president, study a script of the upcoming teleplays.

FILM SALES

Sportsvision Inc., S. F., delayed tv sports films, has sold *All American Game of the Week* football series to KIVA-TV Yuma, WKOW-TV Madison, Wis., KPHO-TV Phoenix, KCMO-TV Kansas City, WTOK-TV Meridian, Miss., KWK-TV St. Louis, WSM-TV Nashville and WTSK-TV Knoxville, Tenn.

Guild Films Co., N. Y., reports that 11 contracts have been signed embracing 19 tv markets, for the new *Florian ZaBach Show*, which was released for sale on June 21. Series will go on the air in September.

International Harvester (Truck Division) starts weekly half-hour *City Detective*, KNXT (TV) Hollywood for 23 weeks, starting today (July 5). Series, starring **Rod Cameron,** is made by **Revue Productions.** Agency: Young & Rubicam, Chicago.

FILM PRODUCTION

Dynamic Films Inc., N. Y., has had its production "Leather in Your Life" selected by NBC for reportedly first color telecast of a motion picture on a national hook-up.

Wayne Steffner Productions, Hollywood, will film 16 quarter-hour *Pigskin Prediction* programs, with Tom Harmon, for syndication during forthcoming football season. Programs will feature Mr. Harmon's predictions plus interviews.

FILM PEOPLE

Lynn Marks, Screen Gems, N. Y., promoted to publicity assistant, advertising and promotion dept.

Richard F. Reynolds, formerly with Fuller & Smith & Ross Inc., Cleveland, appointed general manager, Cinecraft Productions Inc., same city.

Ted Swift, account executive, WBZ Boston, to Sportsvision Inc., S. F., as New England states representative.

Hugh W. McFadyen, control operator, CFRB Toronto to S. W. Caldwell Ltd., Toronto, tv film distributor. **Richard Cox** to head tv commercial art work and animation dept., S. W. Caldwell Ltd.

— PROGRAM SERVICES —

'WIRE SERVICE' FEED OF VOICES SUGGESTED

Cleveland Heights radio station owner proposes that wire services furnish the voices of people in the news just as they transmit news copy.

PLAN to feed live voices of White House and Capitol Hill officials to radio stations throughout the country has been proposed to White House News Secretary James C. Hagerty.

Mr. Hagerty has not only shown great interest, but he has promised to take up the matter with the wire services, reports S. R. Sague, president - general manager of WSRS Cleveland Heights, Ohio, who proposed the idea last week in Washington.

MR. SAGUE

Basis of Mr. Sague's plan is that just as the wire services feed news copy to newspapers they might also feed recordings of the voices of the actual participants in a news event to subscribing radio stations throughout the country. Stations would record this feed and use the voices in their regular or special newscasts, Mr. Sague feels.

Although he has not checked the technical or economic feasibility of his plan with anyone, Mr. Sague said he felt that such a service might cost subscribing stations about $100 a month.

Cites Parallel

"Voices are our business," Mr. Sague said last week, "just as the printed word is that of the newspaper. The more we can broadcast the actual words spoken by the one who is making the news, the more effective will we make our medium."

Part of Mr. Sague's thinking is that there would be fixed microphone facilities at various important news fronts in the capital (the White House, Capitol, various government departments, etc.). These could be "opened" any time occasion arose and the resultant broadcast recorded at a wire service's bureau headquarters. These would be collected and at a specified hour each day would be transmitted over broadcast quality lines to subscribing stations. At present, of course, network affiliates get this service on national network newscasts.

The idea, Mr. Sague said, is an extension of WSRS' technique in covering the 1.5 million population of greater Cleveland. Station has a microphone installation in the Cleveland City Hall and the city halls of nine suburban communities. A line feeds them all into the WSRS studio where any public announcement can be taped for use by the station.

Seven-year-old 250 w WSRS (on 1490 kc) is known as the "community information station" in the Cleveland area. During the last four years it has won national awards for its news programming. Station runs a five-minute newscast every hour on the half-hour, a 15-minute newscast at 8 a.m. and 4 p.m., and 30-minute programs at 6:30 a.m., 8:30 a.m., and 5:30 p.m.

A B•T check with AP and UP indicated late last week that neither had heard from Mr. Hagerty, but that from time to time, a few

stations have suggested plans along this line. Spokesmen for both services expressed doubt that radio stations could afford such a service. AP spokesman said its radio service is not designed for this type of service; it provides only a teletype of the news. UP spokesman said it would put the suggested service into effect if stations were willing to pay for it.

An AT&T Long Lines spokesman said that he had not heard such a plan broached before. He also said that until it was known exactly what facilities were required, it would be difficult to estimate costs.

200 Million '45s' Sold In Five Years—Folsom

THE PHONOGRAPH RECORD industry has been revitalized by the 45 rpm recording system introduced by RCA five years ago, with more than 200 million "45" records sold during that period, Frank M. Folsom, president of RCA, declared last week.

Mr. Folsom said 13 million homes now have turntables capable of playing "45s" and estimated that within another five years, the "45" will account for more than 75% of the total record volume.

"The '45' records now represent more than 50% of all single records sold," Mr. Folsom said. "The older 78-rpm records are obsolete. In 1949, when RCA introduced the '45' system, record industry sales totaled $160 million. This year, because of the interest the system has generated for all types of records, the sales volume for the industry should be greater than $225 million—and the quarter-billion-dollar figure is only a matter of time."

Clubtime Productions Begins Transcribed Artists Series

RECORDS with a preceding voice track by an artist, to be used with disc m.c.'s introduction of that artist's transcribed musical number, have been prepared in kits for distribution to radio stations by Clubtime Productions Inc., Hollywood radio program syndication firm.

Stations will receive Clubtime's present list of 100 introduction-and-record kits by 50 artists, including Frank Sinatra, Tex Beneke, Vic Damone, Jeff Chandler, Frankie Laine, Giselle MacKenzie and Champ Butler, at the rate of two each week during a year's period.

The firm announces that stations KROW Oakland; KRIZ Phoenix; KOB Albuquerque; KBIS Bakersfield, Calif.; KNGS Hanford, Calif.; WLEU Erie, Pa.; KCNA Tucson; WAIT Chicago; CKLW Windsor, Ont., and WAFB Baton Rouge currently are leasing service.

Diversified Program Needs For Radio Cited by Weis

SPREAD of radio receivers and radio listening from living room to all other rooms of the house and to auto, playplace and factory as well calls for a new versatility of programming by radio stations, Pierre Weis, general manager of World Broadcasting System, transcription library service, said last week, following a series of field conferences with stations regarding the new WBS ComET plan [B•T, May 31].

"The mass of statistical data assembled by different research agencies proves that radio, far from dwindling in its effectiveness, is more powerful than it ever was in the past—powerful in a unique way through its personal penetration at the local level.

"The pattern of listening and set use is changing," he said. "Radio's strength is in the local community and the people in the community identify themselves with their own station. To serve the community properly the station must have at hand or must be able to supply a variety of programming appeals and special material for almost any occasion or season. In addition since the community depends so greatly upon radio for the news of the products it buys, the station must be able to accommodate any advertiser whether he is a national spot advertiser, a regional, or a local retail advertiser. Each has his own requirements and each has his own personalized message. A variety of programming gives the station the versatility he needs to serve all three equally well."

Declaring that "the spot advertiser on participating spot carriers still forms the backbone of radio advertising," Mr. Weis pointed to the success of the ComET plan in providing for the stations the type of program material that serves a number of advertiser categories.

275 Take ComET Plan

WORLD Broadcasting System business for the three weeks following the NARTB convention at the end of May was the highest in the company's history, Dick Lawrence, WBS sales manager, announced last week. In that period, he said, 27 new affiliates were signed, and the total number of stations taking the new world ComET plan, launched just before the convention, has risen to 275.

PROGRAM SERVICES PEOPLE

J. Samuel Garrison, formerly radio sales promotion executive, WPEN Philadelphia, named director of sales, Bob Bingham Productions (producer of radio and tv shows), Miami, Fla. **S. S. Beneckson,** former news commentator, WKAT Miami Beach, named assistant general manager. Bingham Co.

Kathryn A. Wolff, formerly director of public relations, Moore Institute of Art, Phila., to programming dept., Tel Ra Productions, same city.

Malcolm Boyd, former tv program packager-producer, ordained minister in Episcopal Church in Los Angeles, June 21.

PROGRAM SERVICES SHORTS

Altes Brewing Co., Detroit (Altes Golden Lager), signs Tv Spots Inc., Hollywood, to create six live action tv spot announcements for summer programming. Agency: W. B. Doner & Co., Detroit.

Gotham Recording Corp., N. Y., announces addition of complete filming and production services to existing recording facilities, and is now equipped to handle entire production of tv spot and industrial films, according to the company.

Standard Radio Transcription Services Inc., Chicago, moves to larger quarters in London Guarantee Bldg., 360 N. Michigan Ave., where firm's headquarters have been located for past 15 years.

Spectacular Radio & Television Productions Inc., new production company, establishes headquarters at 1042 Warwick Ave., Norfolk, Va., until first of year when it is planned to set up offices in New York.

Law Firm Changes Name To Haley, Doty & Wollenberg

NAME of the Washington law firm of Haley, Doty & Schellenberg has been changed to Haley, Doty & Wollenberg, it has been announced. J. Roger Wollenberg, former FCC assistant general counsel, joined the firm early this year [B•T, Feb. 8]. Mr. Wollenberg was graduated from the U. of California Law School in 1942, served as a Navy lieutenant in the Pacific during World War II, and as a law clerk to Associate Justice William O. Douglas. After five years with the Justice Department, he joined the FCC in 1952. Howard J. Schellenberg Jr., who joined the Haley firm in 1952, established his own office in association with James P. O'Laughlin several weeks ago [B•T, June 7].

PROFESSIONAL SERVICES SHORTS

John Feller Assoc., N. Y., public relations firm, has been formed by **John Feller,** president and treasurer. Offices: 11 West 42d St. Other officers are **Dr. Lawrence D. Brennan,** vice president; **Stanley Strand,** secretary, and **T. J. Mackay,** director of sales promotion division.

Lou Brott, formerly with WOL Washington, opens public relations office at 1616 K St., N.W., that city. Telephone is Metropolitan 8-1441.

WABI-AM-TV Bangor, Me., appoints Dean & Schultz, N. Y., to handle national publicity.

Ted Ashley Assoc. N. Y., radio-tv agents and producers moves to new offices on penthouse floor of 579 Fifth Ave.

San Francisco Chamber of Commerce through its special "Keep California Green" committee is distributing five 20-second and two one-minute public service spot announcements to radio and tv stations throughout northern California urging forest fire prevention.

PROFESSIONAL SERVICES PEOPLE

Albert L. Capstaff, president, Lower Columbia Broadcasting Co. (KVAS Astoria, Ore. and applicant for Portland, Ore., station), and **Walter Compton,** RKO Pictures, Hollywood, to Walter E. Kline & Assoc., Hollywood advertising and publicity firm, as executive vice presidents in charge of New York and Hollywood offices, respectively. Mr. Capstaff retains his radio interests.

Ursula Halloran, formerly vice president in charge of the New York office of Rogers & Cowan, forms public relations firm, Ursula Halloran & Assoc., N. Y., for tv and commercial accounts. Office is at 5 E. 57th St. Telephone is Plaza 1-1543.

Felix Mendelsohn Jr., Hollywood freelance publicist, to Rogers & Cowan, Beverly Hills public relations firm, as publicist on financial and commercial accounts.

Roy Mack, partner in Hollywood talent agency, forms own agency with offices at 9128 Sunset Blvd. Telephone is Crestview 1-2141.

Harold Rosenzweig, formerly with Toni div., Gillette Co., named a partner in Ira Rubel & Co., Chicago, certified public accountants and management consultants.

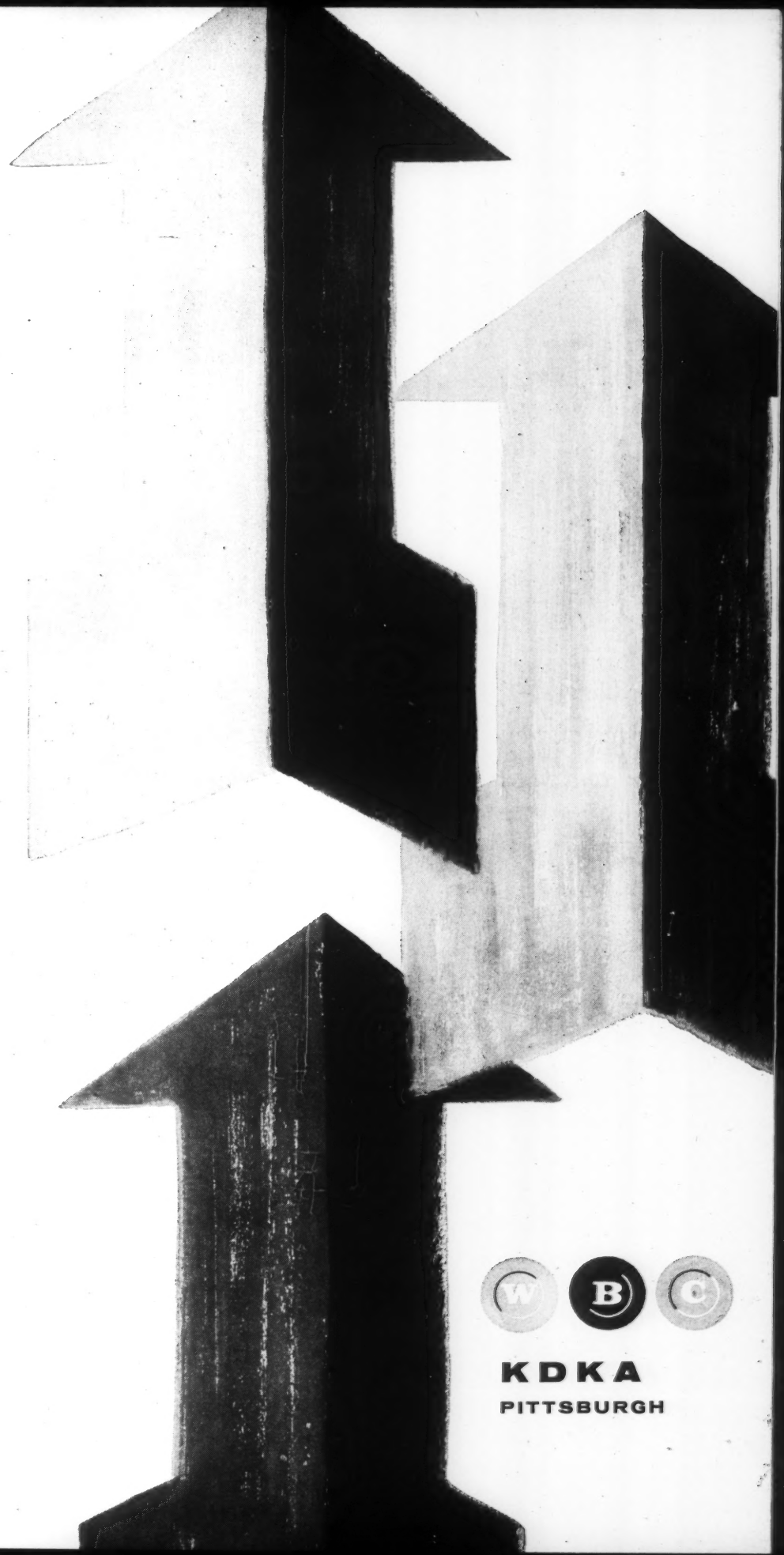
KDKA

AUDIENCE JUMPS 11% OVER LAST YEAR! AUDIENCE LISTENS 27% MORE THAN LAST YEAR!

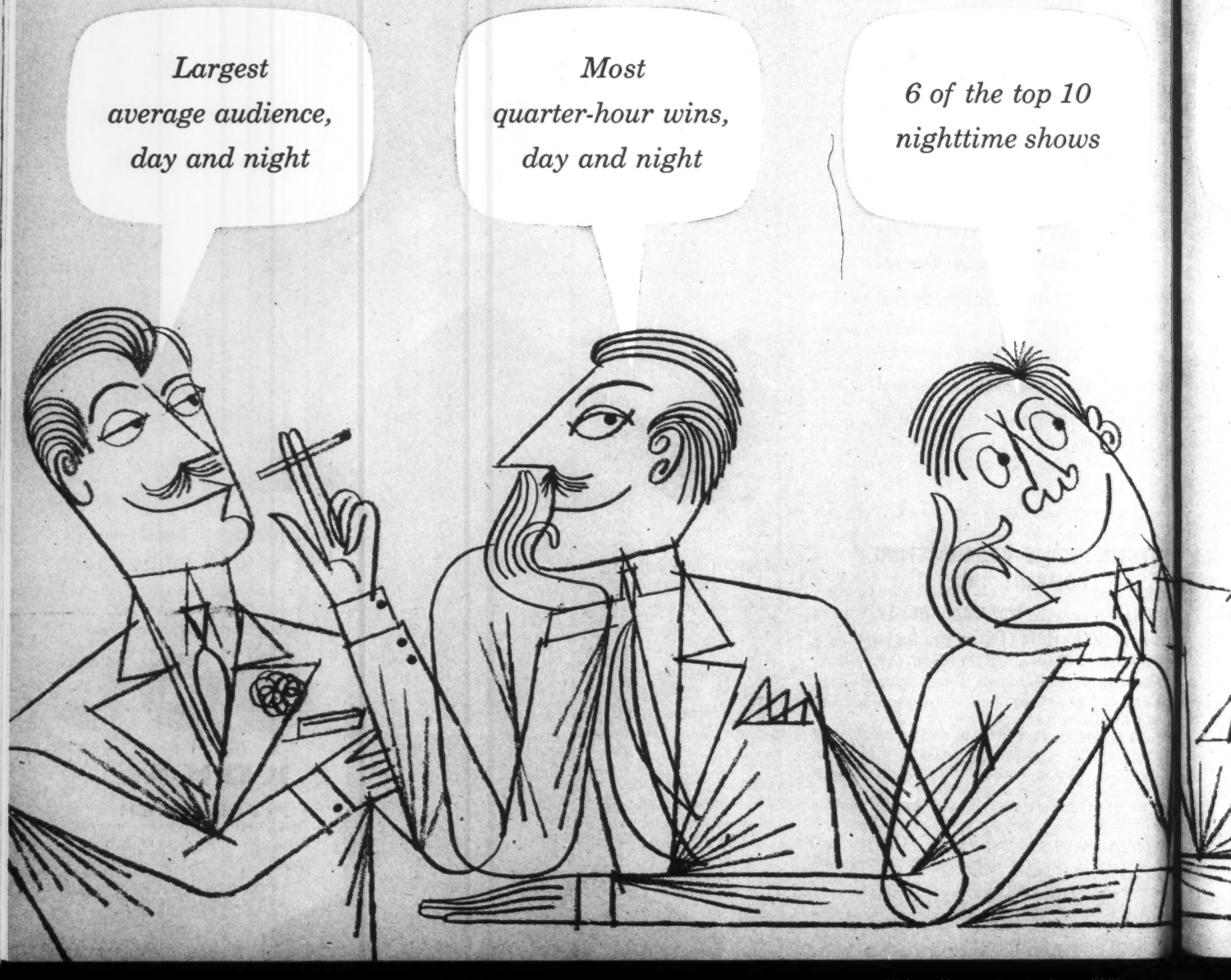
Things are jumping at KDKA! A comparison of February-March, 1954 Nielsen with that of the previous year, charts big gains for advertisers. And that goes for Pulse, too. Hour after hour, any day of the week, KDKA's audience is up thousands over last year . . . far beyond that delivered by any other station in the 108-county Pittsburgh trading area. It's all in Nielsen. Give it a look. Better still, call John Stilli, Sales Manager, KDKA, GRant 1-4200 or Eldon Campbell, WBC National Sales Manager at PLaza 1-2700, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

KDKA, *Pittsburgh;* **WBZ-WBZA • WBZ-TV**, *Boston;* **KYW • WPTZ (TV)**, *Philadelphia;* **WOWO**, *Fort Wayne;* **KEX**, *Portland, Ore.*
National Representatives:
FREE & PETERS, INC.
444 Madison Avenue,
New York 22, N.Y.



Get in the p


Largest average audience, day and night
Most quarter-hour wins, day and night
6 of the top 10 nighttime shows

epicture!

For the best exposure in the nation's number one market, get on the number one station:

WCBS-TV

New York

CHANNEL 2

CBS Owned...

Represented by

CBS Television Spot Sales

7 of the top 10 weekday daytime shows

Most of the top 10 daily local shows

Source: ARB, May '54

RADIO-TV NETWORK GROSS SALES UP 17% IN MAY COMPARED TO SAME MONTH IN '53

Time sales figures reported by PIB also show that combined radio-tv time sales for January-May 1954 are up 20.3% over the same period last year.

COMBINED gross time sales of the nationwide radio and tv networks in May totaled $38,039,744, a gain of 17% over the May 1953 gross of $32,500,335, according to figures compiled by Publishers Information Bureau. Radio network billings for May were down 14.2% from the previous May, but tv network billings rose 41% to more than offset the radio decline. All figures are gross, calculated at the one-time rates, before discounts or commissions.

For the January-May period, combined radio-tv network time sales totaled $189,247,658, up 20.3% from the same five-month period of last year. For the five months, radio networks showed a decrease in gross time sales of 8.3%, while tv networks were up 42.9% from the 1953 level.

Network-by-network time sales, for radio and tv, for May and January-May, this year compared to last, and each network's month-by-month time sales for 1954, as computed by PIB, follow:

NETWORK RADIO

	May 1954	May 1953	Jan.-May 1954	Jan.-May 1953
American Broadcasting Co.	$ 2,307,029	$ 2,593,923	$12,764,603	$13,242,116
Columbia Broadcasting System	5,115,837	5,334,225	25,532,817	26,065,483
Mutual Broadcasting System	1,894,474	2,038,210	9,501,810	9,466,887
National Broadcasting Co.	2,780,725	4,141,070	15,951,564	20,753,318
TOTAL	$12,098,065	$14,107,428	$63,750,794	$69,527,804

NETWORK TELEVISION

	May 1954	May 1953	Jan.-May 1954	Jan.-May 1953
American Broadcasting Co.	$ 2,411,656	$ 1,813,985	$ 12,889,785	$ 8,268,952
Columbia Broadcasting System	11,497,850	7,622,432	54,477,931	36,837,673
DuMont	988,350	703,945	5,816,015	4,654,553
National Broadcasting Co.	11,043,823	8,052,545	52,313,133	38,044,773
TOTAL	$25,941,679	$18,392,907	$125,496,864	$87,805,951

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
January	$ 2,830,654	$ 5,166,174	$ 1,896,925	$ 3,391,873	$13,285,626
February	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
March	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
April	2,367,636	5,044,943	1,891,998*	2,962,839	12,267,416*
May	2,307,029	5,115,837	1,894,474	2,780,725	12,098,065
TOTAL	$12,764,603	$25,532,817	$ 9,501,810	$15,951,564	$63,750,794

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	Total
January	$ 2,780,574	$10,713,329	$ 1,445,608	$10,116,937	$ 25,056,448
February	2,502,372	9,965,481	1,108,157	9,368,148*	22,944,158*
March	2,640,699	11,379,631	1,205,526	10,981,690*	26,207,546*
April	2,554,484	10,921,640	1,068,374	10,802,535*	25,347,033*
May	2,411,656	11,497,850	988,350	11,043,823	25,941,679
TOTAL	$12,889,785	$54,477,931	$ 5,816,015	$52,313,133	$125,496,864

*Revised as of June 24, 1954.

PLEASED at Los Angeles reception to his presentation, "Television's Daytime Profile," [B•T, June 14] is Dr. Thomas Coffin (l), manager of research, NBC; and three of his audience (l to r): Raymond R. Morgan, president of his own Hollywood advertising agency; Larry Nolte, advertising director, Los Angeles Soap Co., and John K. West, vice president in charge, NBC Pacific Division.

43 Million a Week

NEARLY 43 million families use their radios during a typical week, according to a special study made March 7-13 by A. C. Nielsen Co., which showed 92% of all U. S. homes tuned in at some time during the week and the average home using radio 20¾ hours a week, or virtually one full day out of the seven. Radio-only homes had slightly higher figures—95% used their radios during the week for an average of 30½ hours. Among tv homes, 90% used radio for 14½ hours on the average.

Quarterly Radio Set Shipments Tabulated

MANUFACTURERS shipped 1,369,157 radio receivers, not including auto sets, to dealers during the first four months of 1954, according to Radio-Electronics-Tv Mfrs. Assn. April shipments totaled 384,390 sets compared to 418,997 in March, a five-week month.

Following are radio set shipments to dealers by states for the first four months of 1954:

State	Total	State	Total
Alabama	15,681	Nevada	1,289
Arizona	7,199	New Hampshire	3,440
Arkansas	11,341	New Jersey	71,943
California	100,877	New Mexico	3,761
Colorado	8,914	New York	246,252
Connecticut	23,329	North Carolina	23,224
Delaware	2,643	North Dakota	4,077
Dist. of Col.	15,268	Ohio	80,483
Florida	33,124	Oklahoma	11,760
Georgia	21,339	Oregon	7,676
Idaho	2,830	Pennsylvania	93,816
Illinois	97,804	Rhode Island	7,132
Indiana	24,854	South Carolina	10,104
Iowa	16,284	South Daktoa	5,480
Kansas	10,890	Tennessee	20,576
Kentucky	16,620	Texas	54,608
Louisiana	17,860	Utah	4,558
Maine	5,086	Vermont	2,309
Maryland	24,222	Virginia	20,973
Massachusetts	46,988	Washington	19,459
Michigan	61,698	West Virginia	9,273
Minnesota	21,096	Wisconsin	26,610
Mississippi	10,769	Wyoming	2,013
Missouri	28,643		
Montana	4,260		
Nebraska	8,722	TOTAL	1,369,157

Groucho in First Place On Nielsen Radio List

NBC Radio's *You Bet Your Life* (the Groucho Marx quiz show) headed the Nielsen radio network evening once-a-week listings for the week of May 16-22. In second place was CBS Radio's *Lux Radio Theatre*. The Nielsen list:

Rank	Program	Homes Reached (000)
Evening, Once-a-Week	(Average for All Programs)	(1,539)
1	You Bet Your Life (NBC)	3,359
2	Lux Radio Theatre (CBS)	3,032
3	Big Story (NBC)	2,519
4	Charlie McCarthy Show (CBS)	2,332
5	Amos 'N' Andy (CBS)	2,332
6	Dragnet (NBC)	2,332
7	Jack Benny Show (CBS)	2,286
8	Hallmark Radio Hall of Fame (CBS)	2,286
9	Meet Mr. McNutley (CBS)	2,286
10	F.B.I. in Peace and War (CBS)	2,239
Evening, Multi-Weekly	(Average for All Programs)	(886)
1	News of the World (NBC)	1,633
2	Fibber McGee & Molly (NBC)	1,446
3	Gabriel Heatter (American Home) (MBS)	1,446
Weekday	(Average for All Programs)	(1,679)
1	Romance of Helen Trent (CBS)	2,519
2	Guiding Light (CBS)	2,472
3	This Is Nora Drake (Toni) (CBS)	2,426
4	Aunt Jenny (CBS)	2,426
5	Stella Dallas (NBC)	2,426
6	Perry Mason (CBS)	2,379
7	Wendy Warren and the News (CBS)	2,379
8	Young Widder Brown (NBC)	2,379
9	Arthur Godfrey (Toni) (Fri.) (CBS)	2,332
10	Ma Perkins (CBS)	2,332
Day, Sunday	(Average for All Programs)	(746)
1	Shadow, The (MBS)	1,959
2	Sunday Gatherin' (CBS)	1,399
3	Galen Drake (General Foods) (CBS)	1,213
Day, Saturday	(Average for All Programs)	(1,120)
1	Stars Over Hollywood (CBS)	2,006
2	Mary Lee Taylor (NBC)	1,726
3	Bill Shadel and the News (CBS)	1,586

Copyright 1954 by A. C. Nielsen Co.

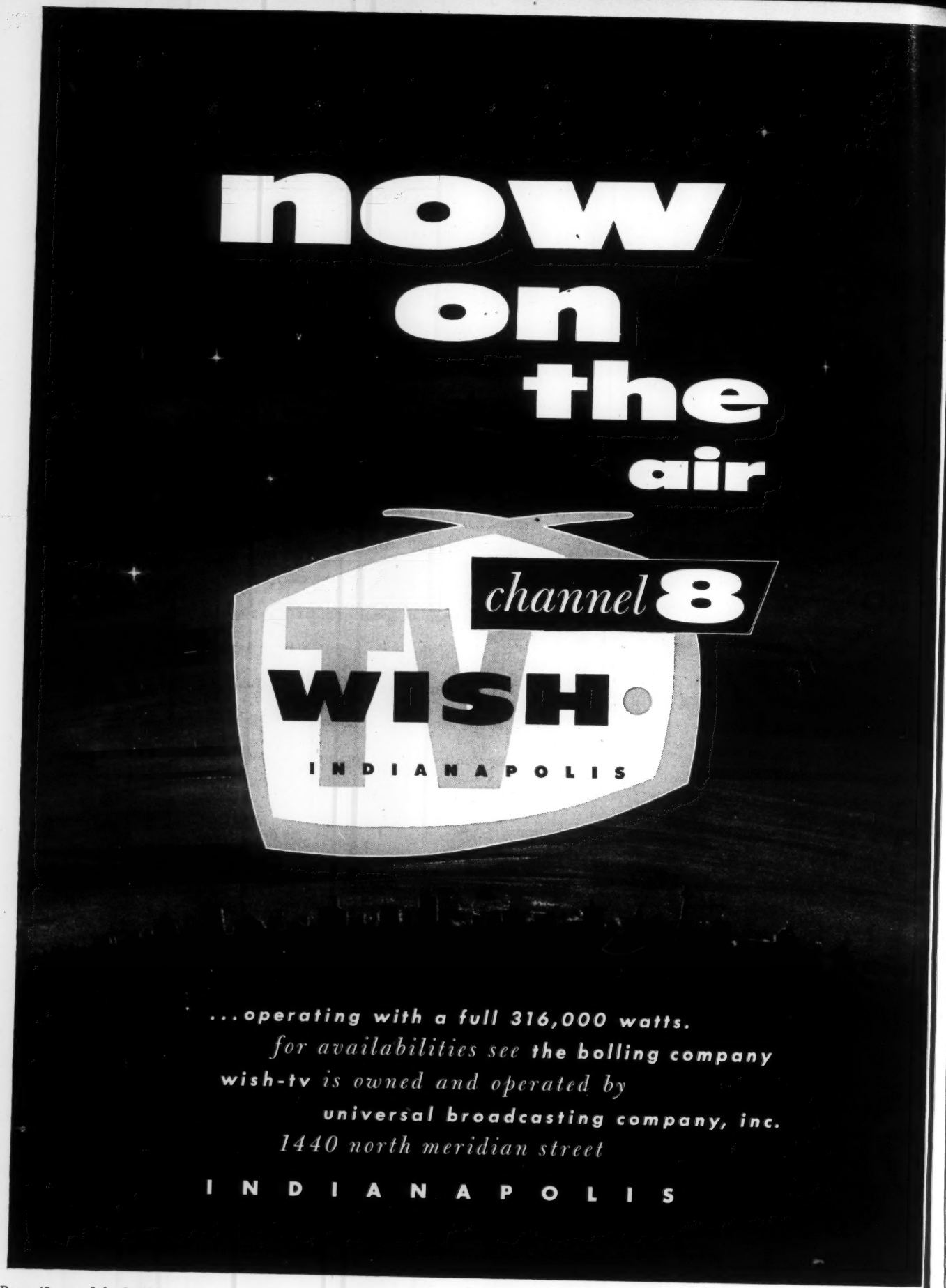
Planning fall schedules? Remember . . .
The Southwest listens to WOAI!

If you want real coverage in the Southwest,
use the truly effective, economical method . . .
WOAI! With this one advertising "buy"
you get radio coverage throughout the Southwest
. . . coverage that no combination of media
can give you nearly as economically.
WOAI's 50,000 watt clear channel signal
blankets the entire Southwest. And WOAI's
combination of local and NBC programs
are by far the most popular in its listening area.
For that fall schedule you're planning,
get the lowest cost radio coverage of
the Southwest by placing your advertising on . . .

WOAI

"The most powerful advertising
influence in the great Southwest"

1200 on every dial
50,000 watts clear channel
San Antonio, Texas
NBC Affiliate
represented by Edward Petry & Co., Inc.


now on the air
channel 8
TV
WISH
INDIANAPOLIS
...operating with a full 316,000 watts.
for availabilities see the bolling company
wish-tv is owned and operated by
universal broadcasting company, inc.
1440 north meridian street
INDIANAPOLIS

CAROLINIANS HOLD JOINT CONVENTION

Myrtle Beach sessions review radio and television operations in the two states.

BROADCASTERS of North and South Carolina—some 200 strong—took stock of their operations in radio and television at the first joint annual convention of the two state associations Thursday and Friday at Myrtle Beach, S. C.

From advertisers, agencies, networks and fellow station spokesmen, they heard ways and means of keeping radio sold and of getting into television on the proper economic foot.

At the Thursday session, Dick Lewis Jr., president-general manager of WINC Winchester, Va., recounted how his station had sold Sears, Roebuck a regular schedule, overcoming one of the "hardest sells" in radio. Tv production was covered by Fred Coe, NBC's top television producer. Millard C. Faught, publicist and consultant to Zenith on Phonevision, made another in his series of lectures on the importance of subscription television in the economic future of the visual medium. Warren E. Foster, Coca-Cola Co., Atlanta, recounted the importance of radio and television in the advertising and promotion activities of his company.

Meagher, Reinsch Speak

At Friday's meeting, John F. Meagher, recently named vice president for radio of NARTB, and J. Leonard Reinsch, managing director of the James M. Cox stations, shared the program with presentations on what's ahead in radio, covered by Mr. Meagher, and efficient radio and television management, by Mr. Reinsch.

Radio faces a bright future, and color tv may help brighten it, Mr. Meagher, NARTB radio vice president, told the Carolina group.

Tv stations will give newspapers plenty to worry about when color comes, he predicted, adding, "There are certain large advertisers, particularly among the department stores, who have been rather immune to radio's blandishments. I anticipate that color television may provide the catapult for destroying their fixed patterns of newspaper preference, and that radio may then gain access to sell its services for rounding out their coverage pictures."

With technological progress, the relationship between broadcaster and audience continually becomes closer, he said. "We can and we will maintain radio broadcasting's position as the most immediate and effective medium of mass communication ever enjoyed by man, as well as the most economical force for sales ever devised by man," he said.

Every time he hears a broadcaster moan about business, Mr. Meagher said, he looks around and finds no business, including tv, where a profit is guaranteed. "I know one broadcaster," he recalled, "who is getting a little bearish about his 250 w radio station because its earnings are down to $3,000 a month, not nearly enough to meet the monthly deficit of his television station, which is getting a substantial part of its revenue from advertising lured away from his radio station."

He urged broadcasters to see that "your salesmen know as much about selling your time as you do." He noted the increase in local billings that has offset losses from network income. "Under-the-table deals and rate-cutting have no place in the radio profession," he contended, calling for adherence to NARTB's radio standards of practice in their individual roles as "good citizens of the industry."

Dr. Faught said subscription tv would add new revenue and new program service opportunities, increasing tv's scope and uses as an advertising medium. He called subscription tv "the only basic solution to tv's present economic limitations, contending it is compatible with and a supplement to conventional tv commercial programming, requiring no separate channels; that it would provide new revenue, adding premium programs not now sponsorable and expanding the audience, and finally reducing advertisers' share of all tv costs.

NCAB Protests 45s

PROTEST against proposal of major record manufacturers to provide only 45 rpm records to broadcast stations has been made by North Carolina Assn. of Broadcasters. In telegrams sent to all major labels following announcement that 45s had been selected for radio releases as an economy move [B•T, June 14], J. T. Snowden Jr., WCPS Tarbara, N. C., NACB secretary, said the change "will require a minimum cost of $300 per station to sell your records." NCAB has 104 member stations.

ACT NOW ON COLOR AAW IS ADVISED

Western ad executives meeting in Salt Lake City hear RCA's Elliott describe magnitude of color television.

COLOR tv will be the "biggest thing" for advertising agencies in the media field, Joseph B. Elliott, executive vice president, Consumer Products, RCA, predicted before delegates to 51st annual Advertising Assn. of the West convention in Salt Lake City last week.

Terming color tv "no longer a dream," Mr. Elliott advised agency executives that firms desiring to protect and augment their shares of the market "will start a campaign in color this fall." The new NBC rate manual for color was cited as proof the networks are not lagging in promotion of the medium, with the new rate structure "an eye-opener" in countering rumors on color cost.

"RCA has complete confidence in acceptance of color tv by the American public. We believe demand for sets this year will exceed supply," he said, with "several hundred thousand" sets selling in 1955, about 1¾ million in 1956, three million in 1957 and five million in 1958.

"The advertiser can look forward to a rapidly expanding area wherein he can tell his story with a greater impact than through any other medium," he concluded.

Clair H. Henderson, Denver, was elected president of AAW, succeeding Robert R. Gross. Other officers elected were: John Kemp, Los Angeles, senior vice president; Audrey Calder, Oakland, vice president at large; Earl J. Glade Jr., Boise, Idaho, secretary, and Carol O'Rourke, Portland, treasurer.

New district vice presidents are E. M. McKim, Denver; Harold McLain, Portland; Martha Jeffries, Los Angeles; Sam Ross, Vancouver, B. C., and Florence Dieves, San Francisco.

With approximately 500 advertising executives in attendance, the four-day convention was held Sunday through Wednesday.

NEWLY-ELECTED president of Southern California Broadcasters Assn., Robert J. McAndrews (l), commercial manager, John Poole Broadcasting Co., Hollywood, receives the gavel of office from (l to r) Thelma Kirchner, general manager, KGFJ Hollywood and SCBA secretary-treasurer; Norman J. Ostby, vice president of station relations, Don Lee Broadcasting System, Hollywood, and SCBA vice president; Frank Crane, SCBA managing dir.

Besides Utah Gov. J. Bracken Lee and Salt Lake City Mayor Earl J. Glade (onetime general manager of KSL there), 12 nationally-known advertising, sales and marketing-research experts spoke.

Thomas D'Arcy Brophy, chairman, Kenyon & Eckhardt, New York, discussed "Advertising and Selling—America's Prosperity Tools for 1954"; Esther Latzke, director of the consumer service department, Armour & Co., Chicago, gave her observations on advertising and selling at the consumer level.

Other previously announced speakers were Everett J. Runyon, manager of advertising and sales promotion, California Packing Corp.; David Bascom, partner, Guild, Bascom & Bonfigli; M. A. Mattes, advertising manager, Standard Oil Co. of California; Stan Galli, advertising artist, all San Francisco; Hal Stebbins, president, Hal Stebbins Inc., Los Angeles; Samuel G. Barton, president, Marketing Research Corp.; Richard L. Scheidker, vice president, American Assn. of Advertising Agencies; Walter P. Margulies, industrial designer; Dr. Raymond Moley, contributing editor, *Newsweek* magazine, all New York, and Charles Downs, advertising manager, Abbott Labs, Chicago.

24 Stations Join BAB

TOTAL of 24 radio stations and one station representative firm joined BAB in the five weeks preceding June 30, Arch L. Madsen, director of member service, reported last week. The representative is George P. Hollingbery Co., 13th radio representative to join BAB.

New BAB station members are: KBIZ Ottumwa, Iowa; KBOR Brownsville, Tex.; KDHL Faribault, Minn.; KHQ Spokane; KMON Great Falls, Mont.; KOFO Ottawa, Kan.; KOIL Omaha; KPDQ Portland, Ore.; KROY Sacramento; KSIG Crowley, La.; KSO Des Moines; WAVI Springfield, Ohio; WCHV Charlottesville, Va.; WEAW Evanston, Ill.; WGST Atlanta; WHOS Decatur, Ala.; WHVR Hanover, Pa.; WNXT Portsmouth, Ohio; WPIK Alexandria, Va.; WSGN Birmingham; CFNB Fredericton, N. B.; CHUM Toronto; CHML Hamilton, Ont.; and CKOM Saskatoon, Sask.

'51 "Glad dad" February 1951, Movie Stars Parade Magazine acclaims Robin Seymour youngest of winning disc jockeys.

'53 "Red hot item" Billboard, bible of show biz places Seymour in nations top 10 platter spinners.

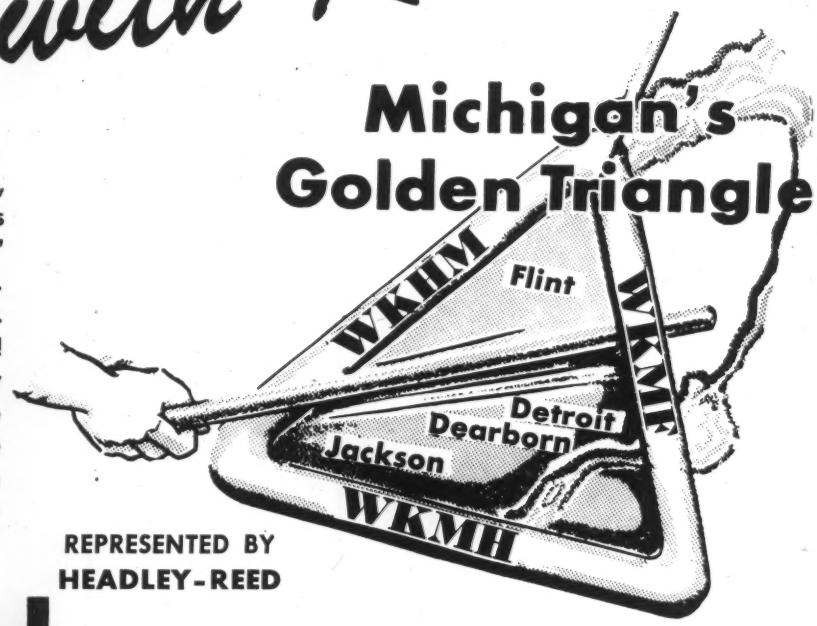
'54 "man-O-man" Hit Parader, national song sheet rates Robin the Bobbin man 3rd in the entire nation!

Here's your opportunity to drop a real bomb on the Detroit Market! Bobbin with Robin is nationally acclaimed the number 3 disc jock show . . . your sales message on this top program reaches the tremendous Detroit-Wayne County billion dollar market—and it's a fact, "Almost everyone in Detroit listens to WKMH."

Bobbin with Robin

77% of the buying power of Michigan, almost 6 billion dollars yearly, lies within reach of the "Golden Triangle" formed by Detroit, Jackson and Flint. Cut yourself a big slice of this market. It's ready to serve! Come and get it! Look at these figures—radios in nearly 100% of the homes—over 85% of the automobiles. A package buy of these three strategically located Michigan stations offer you maximum coverage at minimum cost.

Michigan's Golden Triangle



REPRESENTED BY
HEADLEY-REED

WKMH
DEARBORN
5000 WATTS
1000 WATTS — NIGHTS

WKHM
JACKSON
1000 WATTS

WKMF
FLINT
1000 WATTS

Campbell Cites Need For Radio Sales Push

WBC sales manager makes a point of the products which weren't sold last year, and says radio will do its part in selling the yet-unsold market.

AMERICAN industry soon will be spending $10 billion yearly for advertising, and "radio will get its share because radio will do its share of the sales job," Eldon Campbell, national sales manager of Westinghouse Broadcasting Co., told the Oklahoma City Ad Club Wednesday.

MR. CAMPBELL

Measuring the size of the nationwide sales job by a negative formula, Mr. Campbell said that last year "47 million American families did not buy a food freezer; 46 million did not buy a room air conditioner; 45 million families did not buy a cleaner or refrigerator; 44 million men did not buy an electric shaver 'maybe because Gillette is doing such a good job with its *Cavalcade of Sports* on both television and radio'." He listed data for washing machines, house painting and vacations, including 41 million families that didn't buy a tv set.

"This vast, untouched market calls for lots of sales tools, and foremost among them is advertising," he said. "And that sightless wonder which is radio will do its share of the advertising job — persuasively, in unexpected places, at all kinds of odd hours, and economically."

A Puzzler

As a seller of both radio and tv time, Mr. Campbell confessed he is puzzled by those who say, "Get me television time. Any time. And you can sign me to a 52-week contract for $3,000 a week." Others, he said, "are actually dropping all advertising until they can get the spot on television they want adjacent to *I Love Lucy* or *Dragnet*."

Reminding that 13 million radio sets were turned out last year, he said consumers paid $300 million for them—"actually more radios than were being purchased per year before commercial television was firmly established. Even before the sale of those 13 million new sets, there were in excess of 100 million radio sets in use in American homes."

Mr. Campbell said he "believes that the man who pays a nickel for a newspaper reads it and that a woman who pays $100 for a vacuum cleaner sweeps the floor with it." He continued, "I also believe that the 13 million who bought radios in 1953—plus the 100 million radios bought before 1953—are tuning in to radio news and sports and soap operas and music every day and every night. And I know that I am not unique in my belief that those 100 million radios are being listened to."

Local sponsors are spending twice as much for radio advertising as they were spending in 1947, he said, and 25% more in 1953 than 1950.

Looking at the Westinghouse radio stations, all of which are in markets having tv, he said, "Local merchants are spending more dollars on every one of those five stations in June 1954 than they spent in June 1953. At two of our stations local sales for this June are more than 50% higher in dollar volume than for June of last year. I can only conclude that advertising on our Westinghouse stations is making the doors spin around for local merchants. And what's true of us must be true of other radio stations across the nation."

Mr. Campbell cited a success story in which a savings-loan association found in late 1952 that eight spot announcements brought $40,000 in new deposits. In 1953 a $7,500 radio budget was allocated and as a direct result the association had $1¼ million in new deposits. Another story, built around the Hollinator home incinerator, found that 70% of the leads resulted in sales at $150 each.

Only Radio Can Reach Food Market, Kimble Says

RADIO was termed last fortnight by R. David Kimble, BAB director of local promotion, as the "only medium" that can reach the entire consumer market for the food industry.

Mr. Kimble spoke before the Tri-City Food Brokers Assn. at Bristol, Tenn.-Va. He documented his claim by quoting results from sales effectiveness research studies underwritten by BAB for the Kroger Co. on the retail store level and for the McCormick Tea Co. on the manufacturer level. He cited the following conclusions from the study:

1. While you can always reach part of your food potential with visual advertising, to reach all your potential customers you must use radio advertising too. (2) Even when used dominantly, radio advertising and visual advertising reach and produce buying action from almost exclusive audiences—with relatively little overlap.

As evidence of the food industry's confidence in radio, Mr. Kimble reported that 50% of the supermarkets in the country and 60% of the top 1,000 food manufacturers currently are regularly using radio.

Jean Elliot to Head Ohio AWRT Organization

JEAN ELLIOT, vice president-treasurer of WCUE Akron, has been named president of the Ohio provisional chapter of American Women in Radio & Television. The organizational meeting was held in Cleveland last month at the call of Ellamae Casteel, WKBN Youngstown and national chairman of the central area AWRT.

Other officers chosen were: Marjorie Mariner, WFMJ Youngstown, corresponding secretary; Jean Shea, WBNS-TV Columbus, treasurer; Penny Pruden, WLW Cincinnati, membership chairman, and Mart Holt, WJMO and WSRS Cleveland, recording secretary. Directors of the state chapter include: Dorothy Fuldheim, WEWS (TV) Cleveland; Margot Graham, Margot Graham Shows, Dayton, and Eleanor Hansen Sands, WHK Cleveland. Cleveland has been selected as the site for the October convention.

Alabamans Meet Oct. 8-9

THE ALABAMA Broadcasters Assn. will hold its fall meeting Oct. 8-9 at the U. of Alabama, Tuscaloosa, it was announced last week by J. Dige Bishop, president. Plans for the event were adopted at a recent Birmingham meeting of the board of directors. Lionel Baxter, WSFA Montgomery, is program chairman and Dr. Jack Morton of the university is chairman of the arrangements committee.

RETMA Voices Protest To Subscription Tv Bill

CLASSIFICATION of subscription tv as a common carrier service is an "arbitrary" move, Radio - Electronics - Television Manufacturers Assn. told the House Commerce Committee last fortnight. RETMA opposed the bill (HR 6431) introduced by Rep. Carl Hinshaw (R-Calif.) which would make subscription tv a utility type service.

No one proposes that he be licensed by the government to provide this service, RETMA said. Subscription tv is not a common carrier service within the meaning of that term, RETMA said.

"Merely charging the public a fee for listening to a particular program does not change the operation from being a broadcast service," RETMA said.

The manufacturer's organization asked that the FCC be permitted to use its discretion in the matter.

It added that the bill as now drawn might affect community television systems.

If broadcasters had to assume common carrier obligations in order to render subscription tv service, RETMA said, it would "clearly prevent or seriously retard the establishment of this new service." RETMA asked that it be given the opportunity of appearing if hearings are held.

Common carriers are not only subject to FCC regulation but their rates are also fixed by the FCC. Broadcast operations, also under FCC regulation, are not rate-regulated.

Rep. Hinshaw introduced his bill last July. The FCC last month also opposed enactment of the bill. It said that if it found subscription tv to be in the public interest it could authorize it as a broadcast service [B•T, May 17].

South Dakotans Elect Eppel

RAY EPPEL, KORN Mitchell, has been elected president of South Dakota Broadcasters Assn., succeeding Max Staley, KIJV Huron. Byron McElligot, KSDN Aberdeen, is new vice president, and Jim Slack, KUSD Vermillion, secretary-treasurer. Officers were elected at the June 22-24 state meeting and BMI clinic, held in Huron. North Dakota stations met simultaneously with the South Dakota group, taking part in the clinic sessions.

MEDAL OF HONOR presented annually by Radio-Electronics-Tv Mfrs. Assn. is given to Robert C. Sprague (l), retiring RETMA chairman, by Glen McDaniel, president, at the June 15-17 meeting in Chicago.

TOP: Attending the meeting of the Assn. of Independent Metropolitan Stations at Portsmouth, N. H. [B•T, June 21], were (l to r): seated, John Engelbrecht, WIKY Evansville, Ind.; Jock Fearnhead, KYA San Francisco; Chuck Balthrope, KITE San Antonio; standing, Bob Leder, WINS New York; Steve Cisler, KEAR San Mateo, Calif.; Robert Enoch, WXLW Indianapolis, AIMS vice chairman; Fred Rabell, KSON San Diego.

BOTTOM: Also present (l to r): seated, Claire E. Grant, KCBC Des Moines; Paul Lytle, WNEB Worcester, Mass.; Ed Weldon, WKYW Louisville; Jock Maurer, WCUE Akron; standing, Ed McCann Jr., WNEB; Will Dougherty, WDOK Cleveland; John Hurley, WNEB; Lawrence Reilly, WTXL West Springfield, Mass.; Sherm Marshall, WOLF Syracuse, AIMS president.

AHF Cites Radio Spot Aid for Freedom Crusade

ESTIMATED 700,000 radio spot announcements on behalf of the American Heritage Foundation Crusade for Freedom project were broadcast during the recently-concluded campaign, it was announced last week.

This estimate was reached by the Foundation on returns from questionnaires to well over 1,000 radio stations, which were used as a statistical base. It was indicated that about 95% of stations used Crusade material from January through April and that about 30% of the stations used feature material or engaged in special activity.

The Crusade, which was designed to raise funds for Radio Free Europe, also made use of tv programming. It was estimated that a total of 1½ to 2 billion radio and television home impressions (one message in an individual home at one time) carried the Crusade to every part of the nation.

N. Y. Pioneers Pick Officers

FRANK SILVERNAIL, radio and tv manager, BBDO, was elected president of the New York chapter of Radio Pioneers for the coming year at the chapter's final meeting of the 1953-54 season. Charles Butterfield, Associated Press, was elected first vice president; Henriette Harrison, broadcast consultant, second vice president; Bruce Robertson, B•T, third vice president; Myer H. Shapiro, BMI, secretary; Charles Wall, Associated Music Publishers, treasurer, and Arthur Simon, *Radio-Television Daily*, recording secretary.

TRADE ASSNS. PEOPLE

Don Larson, former advertising manager, Hoffman Radio Corp., L. A., named general manager, West Coast Electronic Mfrs. Assn. New headquarters of group are located at 339 S. Robertson Blvd., Beverly Hills.

Ru Lund, manager, Moore & Lund, Portland, Ore., radio-tv station representatives, elected president, Oregon Advertising Club.

AFM NEGOTIATES ON FUND PAYMENTS

Tv networks, film distributors press for payment of flat sum to musicians performance trust fund instead of present percentage basis payments.

NEGOTIATIONS were reported in progress last week between the American Federation of Musicians and the television networks and tv film distributors on devising a new method of royalty payments to the musicians performance trust fund for use of tv filmed musical programs.

Presently networks and tv film distributors pay a percentage fee, but they are pressing for the adoption of a flat sum to be earmarked for the fund. Under a new arrangement proposed to AFM, it is reported that the networks would pay $750 for first run on a half-hour filmed show; $300 for second, third and fourth runs, and $200, for fifth and subsequent runs. Distributors would pay $400 for first run; $250, second run; $200, third and fourth runs and $100, fifth and subsequent runs.

James C. Petrillo, AFM president, is said to be mulling over the offer but has come to no decision.

It is the belief of distributors that the new arrangement would stimulate use of musicians in tv filmed productions and thereby benefit the trust fund. They contended that the percentage formula does not achieve AFM's objective of building up the fund and providing more work for musicians, claiming that it serves to restrain production of musical tv filmed shows. They believe that more such programs would be made if the new formula were adopted.

TWA to Consider Strike Against Davis Enterprises

A STRIKE vote against Joan Davis Enterprises, producers of NBC-TV *I Married Joan*, currently is being taken by Television Writers of America, with mail ballots returnable by the night of a membership meeting this Wednesday.

The union contends the move is merely "precautionary." Although Davis Enterprises recently "switched" negotiators, after joining Alliance of Tv Film Producers, no trouble is expected in reaching an agreement, TWA spokesmen said. The new contract was virtually completed when ATFP became the Davis negotiators, union officials declared, and the hitch arose after ATFP indicated the whole contract would have to be re-negotiated, instead of four minor points which still are unsettled.

IATSE Candidates to Debate

RICHARD F. WALSH, incumbent president of International Alliance of Theatrical & Stage Employes, tentatively has agreed to debate campaign issues with former Hollywood IATSE representative Roy M. Brewer, candidate for the IATSE presidency, at a dinner meeting in Hollywood July 8.

The Brewer-for-president committee, which will stage the Hollywood meeting and debate for a Southern California delegation to the IATSE convention in Cincinnati, to start Aug. 9, reports the press will be barred from covering the meeting at Mr. Walsh's request.

THEY EXCEL in SELLING!

Sponsors ride a strong vehicle when Betty and Bob hit the air-lanes with—

THE WDAF·TV KITCHEN KLUB

BETTE HAYES, a Bradley University home economics graduate, won several awards as a Westinghouse demonstrator before WDAF-TV discovered her. Bette is a TV natural. She never reads a commercial. She learns the product and delivers the advertiser's message straight into the camera's eye in her easy mid-western style.
Bette works in a beautiful, modern kitchen, and Bette is a beautiful girl. But her viewer friends don't envy her. They like her because she doesn't talk over them, below them, or to them. She talks WITH them.

BOB KERR has won his place in the hearts of WDAF-TV viewers with his quick, puckish—not cornball—wit. When Bob is not performing as general taste-tester, he helps Bette sell products with a warm conviction that homemakers admit they just can't resist.
Bob won a recent poll conducted throughout the Kansas City area by TV GUIDE to determine "The local personality in the Kansas City seven-station market area, most deserving of network recognition."

Here are some excerpts from WDAF-TV KITCHEN KLUB'S heavy mail:

You are by far the sweetest little homemaker that I have seen on any TV station . . . and you are so refreshing—so neat and you truly make cooking an exciting and challenging affair. ***Kansas City, Missouri***

It is 1 o'clock p. m. and your daily program is just over as usual every day. I have been listening, enthralled to every word . . . Of course I am just one person who is profiting by your priceless cooking directions. If only the young brides or those who are not wise in the culinary methods, would listen to you, how much worry, even expense, they might save themselves . . . As I believe I told you in a previous letter that I am quite an old lady (93)—the daughter and grand-daughter of two good cooks and thought I, also, knew pretty well how to cook . . . I have learned quite a lot from listening to you. ***Kansas City, Missouri***

At our house Kitchen Klub time is the TV event of the day. I am a regular viewer because of the variety of ideas and practical suggestions. After thirty years as a homemaker . . . one is likely to find ones self in a rut, so your program is an inspiration to many of us. ***Ottawa, Kansas***

We really like your helper Bob. We had seen him many times on the TV newscast, but we really had no idea how nice he was, until we met him on your program. It is just like being in the kitchen with you. ***St. Joseph, Missouri***

Our Study Club is having a lesson on Famous American Women in Home Economics and Business, and I have chosen you as my subject on July 23rd. The Ludlon Study Club members all enjoy your Kitchen Klub very much. You're also so bright and cheery that it is impossible not to smile all the short half hour. ***Ludlon, Missouri***

I try and use the products you advertise as we enjoy your program. ***Ottawa, Kansas***

Keep up your good work, good ideas, and helpful hints. They are a blessing to us housewives. I sometimes throw up my arms in despair, for I cannot get any new ideas as to what I should fix for my family for supper . . . But since I have been watching your TV shows, it has given me a new outlook on life. I now have some new wonderful ways to fix our meals. ***Kansas City, Kansas***

And here is a sampling of the consistent participating-sponsor company that Bette and Bob keep:

General Foods
Knox Gelatine
Safeway Stores
Wearever Aluminum
Eatmor Cranberries
Sunkist
Procter and Gamble
Carnation Co.
Lever-Lipton
Armour & Co.
Mirro Products
Purex
General Baking Co.
Louisiana Yams
Culligan Water Softener
Nestle
Lee Foods
Sunshine Biscuit
Mrs. Tucker's Shortening
Whirlpool Washers and Dryers
General Electric Co.
Holsum Products
Dracket Co.
Washington Apples
Wish-Bone Salad Dressing
Walcott Oven Cleaners
Kerr Glass
Minnesota Mining Co.
Texas Rice
Princess Place Mats
Harpel Salad Dressing

The Kitchen Klub is just one of the outstanding local programs produced by a staff of television pioneers on

WDAF·TV
KANSAS CITY
The Television Station of The Kansas City Star

Represented by Harrington, Righter, and Parsons

SENATE CRITICS OF RADIO-TV EVOKE INDUSTRY OPPOSITION

Senate Rules group holds hearings on investigative procedures. Oft-repeated is suggestion that broadcast media be barred.

PROTESTS from harassed broadcasters, faced with loss of rights to cover Congressional committee procedures with microphone and camera, mounted in volume last week as a key Senate subcommittee heard influential Senators decry the media's presence on Capitol Hill.

The Senate Rules subcommittee last Monday opened a three-day hearing on Congressional investigating committee procedures. It is considering a number of resolutions to overhaul present procedure by setting up a new code.

Among the various proposals are those affecting radio-tv coverage. They break down into three distinct types. These include the prohibition of all televising of Congressional proceedings (S Res 86 authored by Sens. Olin D. Johnston [D-S. C.] and John C. Stennis [D-Miss.]); permission for radio-tv left up to the individual committee chairman but any witness can ask not to be on tv or radio against his will (S Res 256 by Sen. Estes Kefauver [D-Tenn.]); ban of any commercial sponsorship of Congressional hearings (S Res 249 by Sen. Wallace F. Bennett [R-Utah]).

In addition, there are companion proposals in the House plus H Res 550, by Rep. George Meader (R-Mich.), which would permit committee chairmen in the House to decide if hearings be broadcast or telecast.

As the subcommittee heard Senator after Senator take the stand in opposition to radio-tv coverage, network representatives and the NARTB formed plans to testify in defense of the media's right for equal access with the press.

By today (Monday) the subcommittee reportedly will have a formal letter from NARTB asking that it be heard. CBS and NBC also are contacting the subcommittee for appearances, it was learned.

At the same time, the Radio-Tv Correspondents Assn. in Washington was expected to lodge its protest and possibly request an appearance.

From New York, the Radio-Newsreel-Television Working Press Assn. sent a letter to Chairman William E. Jenner (R-Ind.) of the Senate Rules Committee (and also chairman of the subcommittee) protesting the Senators' testimony.

'Beacon Light'

Arnold Lerner, president of the association, urged Senators "to keep ever in sight the beacon light of the freedom of public information."

Reviewing historical precedent for radio-tv and newsreel coverage of the flow of information, Mr. Lerner said that "to turn back the calendar of mass communications by barring newsmen of radio, theatrical newsreels, and television from public hearings covered by the newspaper press would be an unthinkable step. It would be, in effect, an attempt to repeal the Twentieth Century."

He said the association subscribes to any changes in rules that would "enhance the dignity of the legislature and the country and insure fair and equitable treatment for witnesses without detracting from the Senate's power to investigate within the constitutional framework." But, he said, "We ask only that no proscriptions on the freedom of public information be adopted without reference to the spirit of the Bill of Rights."

For Senators opposing broadcast coverage, the subcommittee permitted an open season. Broadsides fired by the lawmakers did not hew to party line. Both Republicans and Democrats joined in the hunting and the subcommittee membership, as represented at the hearing by Sen. Jenner, Sen. Carl Hayden (D-Ariz.), and Sen. Frank Carlson (R-Kan.), seemed to go along.

Strongest testimony delivered against radio-tv coverage was presented by Sen. Bennett. The Senator spoke on behalf of his resolution to bar commercial sponsorship of hearings. During his testimony, however, he urged that the Rules Committee separate his proposal from the others and place it on the calendar for immediate consideration.

Sen. Bennett saw in this move an opportunity to enact his proposal while the Senate committee further deliberated on other resolutions to shear the rights of broadcast coverage.

Key portion of Sen. Bennett's testimony follows:

> This rule would not prevent broadcasts or recordings devoted exclusively to a survey or summary of news of current events even though such newscasts were commercially sponsored. It would not prevent unsponsored broadcasts or those broadcast as a public service.
>
> I have serious doubts about the advisability of broadcasting any Senate proceedings under any circumstances even though this resolution would prohibit only those broadcasts that are to be commercially sponsored. To allow the broadcasting of committee proceedings raises some extremely difficult problems.

'Questionable Commercialism'

Sen. Bennett said the McCarthy-Army hearings, which were broadcast and telecast and during which a limited type of sponsorship was permitted, were marked by "questionable commercialism." He said, "I cannot but feel that the sale of Senate proceedings is a prostitution of the legislative process."

He also said sponsorship would expose Senators to new political and commercial "pressures."

Boiled down, Sen. Bennett's objections to radio-tv coverage of hearings are: omission of material broadcast will distort "real picture" of the Congressional workday; broadcasting destroys the "total normal atmosphere of committee proceedings" and fails to project it; encourges "brashness and scene-stealing"; raises question of violation of right of privacy of a witness; opens door to abuse of senatorial immunity; works to advantage of party which through control of committees frequently can determine when and what shall be broadcast according to political purpose. He said:

> I hope that this resolution will not be blanketed in with other legislation pending before this committee pertaining to the interrogation of witnesses and designed to set a pattern for the actual conduct of the hearings themselves, but will be separately reported for prompt consideration by the Senate.

Also testifying before the subcommittee were Sens. Prescott Bush (R-Conn.); Thomas C. Hennings (D-Mo.); Irving M. Ives (R-N. Y.); Wayne Morse (Ind.-Ore.); Guy M. Gillette (D-Iowa); Herbert Lehman (D-N. Y.); A. S. Mike Monroney (D-Okla.); Robert C. Hendrickson (R-N. J.); Charles E. Potter (R-Mich.); Herman Welker (R-Idaho).

Most of the Senators were critical of radio-tv. Those who were not, did not mention the subject. The following is a rundown on Senatorial opinion expressed:

Sen. Hennings — McCarthy-Army hearings were "tawdry, tedious and shameful" and a national "disgrace." Tv lights and equipment are distracting and disconcerting to witnesses. "I feel . . . that rather than having the committee accommodate itself to this media and overtaxing the physical limitations of the hearing rooms, television should itself make the adjustment." He said no doubt such advances will be made by the industry.

Sen. Ives—Tv in particular has taken the committee investigation into the living room and has pin-pointed the conduct of these investigations in the public mind.

Sens. Morse, Gillette, Lehman, Monroney and Potter made no specific mention of radio or tv in their prepared testimony. However, Sen. Lehman noted that "members of the press have been called before investigating committees in an attempt to intimidate and to smear them. This is a violation of the freedom of the press."

Sen. Potter in an off-the-cuff remark when he appeared before the subcommittee said it was a relief to be before a Senate group without the glare of tv. He said he believes "much more can be accomplished without cameras" in committee proceedings.

Sens. Hendrickson and Welker only briefly mentioned the broadcast media. Both were critical of their effects on the conduct of investigations. Sen. Hendrickson said he thought a witness should have the right not to have his testimony broadcast or televised.

Bricker Among 'Anti's'

In a statement filed with the subcommittee, Senate Commerce Committee Chairman John W. Bricker (R-Ohio) said hearings ought to be televised only when approved by a majority vote of the full committee "but in no event over the objection of any witness." He also gave his support to Sen. Bennett's resolution.

Sen. Olin D. Johnston (D-S. C.) in a statement endorsed Sen. Bennett's stand against commercials, hit against grandstanding, pointed up a complaint that only portions of a hearing are presented and cited violation of a witness' privacy.

Sen. Alexander Smith (R-N. J.) filed with the committee a statement which included a recommendation that no radio or tv ought to be permitted when a witness asks they be discontinued.

Sen. Styles Bridges (R-N. H.) in his submitted statement said nothing about the media.

The hearing continues tomorrow (Tuesday) before the Senate Rules subcommittee. Organizations such as the AFL and the CIO among others are expected to testify. A hearing also will be held Wednesday and in subsequent weeks on Tuesdays and Wednesdays, according to current plans of the Rules group.

Welcome—For Now

THE SUBCOMMITTEE—of the Senate Rules Committee — that heard a string of Senators testify against the evils of radio-tv coverage of investigation hearings with many lawmakers strongly urging a broadcast blackout on Capitol Hill, had this to say in its original announcement of its own hearing last week:

> Motion picture, television, broadcasting and recording devices will be permitted to be operated, subject to the objection of any witness while testifying. In the event there is objection, use of the devices will be suspended during the testimony of the objecting witness.

Announcing

A Distinguished Business Opportunity

A *Muzak* FRANCHISE

Some fortunate business man in your area will shortly be appointed an exclusive MUZAK franchiser. ***That man could be you!***

For the past 20 years MUZAK, the originator and pioneer of functional background music, has been serving many of the best known hotels, restaurants, banks, offices, factories, and similar places of business, in key metropolitan areas.

Now, thanks to an exclusive MUZAK engineering triumph—a new automatic high-fidelity multi-channel tape transmission instrument—costs of franchise operation have been so reduced that markets down to 50,000 (and even less) population can handsomely support a MUZAK franchise.

No special technical knowledge is necessary; the entire MUZAK studio operation is push-button automatic. Equipment takes up a minimum of space, can be housed almost anywhere. A visit once a day to change reels is all that's normally required.

HERE ARE THE FACTS ON FUNCTIONAL BACKGROUND MUSIC!

Only Muzak—Muzak alone!—has music specifically selected, arranged, and recorded for one purpose only: functional background music to work to and relax to.

Only Muzak, with its library of 7,000 basic selections, has a reservoir of music *large enough* to permit scientific, non-repetitive programming. So valuable is this big library that MUZAK protects each selection by "watermarking" it indelibly yet inaudibly with electronic impulses which spell out MUZAK on the tape.

Only Muzak has different programs each set up to meet the special psychological needs of three *different markets:* factories; offices; and public places like hotels, restaurants, banks, and others.

Only Muzak is true background music. Other music, such as radio transcriptions and record music, is primarily *entertainment* music. Its jarring contrasts of rhythm, mood, and loudness may have an effect exactly opposite from that of pure background music.

With Muzak, *you*—and your *subscribers!*—are *sure!*

Not Just Another Music Service, But Muzak! The Only Planned Background Music in Existence!

To get the whole story, send in the coupon or phone or wire MUZAK today.

MUSIC by *Muzak*

MUZAK, Reg. U. S. Pat. Off

MUZAK CORPORATION, Dept. BT
229 Fourth Avenue, New York 3, New York
Phone: ORchard 4-7400

I'm interested in becoming a MUZAK Franchiser. Please send me your booklet "A Distinguished Business Opportunity: A MUZAK Franchise"

Name_____

Title_____

Affiliation_____

Type of Business_____

St._____ City & Zone ____ State_____

TV'S RIGHT IN HEARINGS DEFENDED

NARTB attorneys answer point-by-point the objections raised to telecasting. In same special issue of 'Federal Bar Journal' are anti-tv articles of Vice President Nixon and Harvard's Dean Griswold.

NARTB attorneys Vincent T. Wasilewski and Abiah A. Church stand in defense of the televising of Congressional hearings in a special issue of the *Federal Bar Journal* dealing with Congressional hearings and investigations, published last week.

Taking issue with every suggestion that television be barred from public hearings, the NARTB lawyers cite the history of the struggle for open hearings to plead that tv be treated on the same terms as any other news medium.

The symposium, the work of an FBA committee headed by Washington attorney Ralph E. Becker, is primarily concerned with Congressional hearing procedures and rules of conduct. Although subsidiary to the main concern of the writers (rights of witnesses, purposes of investigations, etc.), television is mentioned vigorously and in the negative by two of the contributing authors. They are Vice President Richard M. Nixon, in the foreword, and Harvard Law School dean, Erwin N. Griswold.

MR. NIXON

Mr. Nixon hails the advent of television as one of the best means of informing the public. But the vice president sees dangers in the televising of Congressional hearings. Repeating his 1952 speech to the Los Angeles Bar Assn., Mr. Nixon expresses the fear that television imbues hearings with a "circus atmosphere" and fosters "playing to the audience" on the part of participants.

Television, he says, may be an "unreasonable" burden on the average witness.

Mr. Griswold has even harsher words for tv. He calls for a rule forbidding broadcasting, television, newsreel cameras "or any other form of recording or reproduction except the ordinary stenographic transcript." He then goes on:

Even flashing flash bulbs can be an indignity and a source of strain to a witness. It is high time that we recognized and accepted the fact that legislative investigations are not a part of show business. Witnesses should not be required to testify in order to provide a spectacle for the public. Requiring testimony under such conditions is not compatible with any sound notion of due process of law, and I would expect our courts, as some have already done, to uphold a witness who refuses to testify for broadcast of any sort. We have even had Congressional investigations put on with sponsors, with advertising during the intervals. Can anyone possibly defend such a practice?

Stout defense of television's right to "cover" hearings by Messrs. Wasilewski and Church is premised on the theme that television only widens the public attendance at open hearings.

Citing legal patriarch Blackstone and Beuthan and their encouragement of widest possible publicity at trials and hearings, the two NARTB attorneys take each of the objections raised to the televising of Congressional hearings and answer them.

Government today is too vast, too impersonal, they point out. Through the medium of television it is possible to bring back the town hall idea enabling all citizens to participate in the activities of their government.

To the argument that tv is distracting to the witness because of lights, cameras, equipment and personnel, Messrs. Wasilewski and Church point to two 1952 court decisions in which the judges denied that contention on the part of Kefauver investigation witnesses who had refused to testify. The cases were those of U. S. *v* Kleinman and U. S. *v* Moran. They also point to the experience of WKY-TV Oklahoma City which "covered" a court trial and sessions of the Oklahoma legislature. The station received commendation from the judge and from the legislature for the inobtrusiveness of its apparatus. They also call attention to the number of church ceremonies televised without objections.

MR. CHURCH MR. WASILEWSKI

The NARTB lawyers deny that tv interferes with witness' right to privacy, calling attention to the accepted legal theory that when a citizen becomes newsworthy he loses that protection.

To objections that tv would give a one-sided or incomplete presentation, they answer that no medium is perfect in covering an event. To the charge that tv might lend itself to slanting the event, they vehemently object. "Tv lets the viewer see and hear for himself," they say.

They also take issue with the theory that televising a witness who refuses to testify on the ground that his answers might incriminate him denies to him the protection of the Fifth Amendment. The Fifth Amendment clause protects a witness against prosecution for wrong-doing which is revealed by his answers; it does not protect reputations, Messrs. Wasilewski and Church state. They call attention to bankruptcy proceedings, which are legal, but which certainly reflect on the reputation of the bankrupt.

"Honest, forthright witnesses should welcome television's candid portrayal," they say in response to arguments that participants might "put on an act" before tv cameras.

Outside of Congressional bills and resolutions regarding television (see main story on page 48), the American Bar Assn., the Federal Bar Assn. and the New York State Bar Assn. have passed resolutions opposing the televising of Congressional hearings.

KELP-TV Seeks Lower Vhf

KELP-TV El Paso, Tex., petitioned FCC a fortnight ago to change the educational reservation on ch. 7 there to ch. 13, assignment on which it expects to commence operation in September, so as to allow a switch to ch. 7. Reason is to avoid the "competitive disadvantage" of being at the top of the dial, away from the other vhf stations now operating in the area.

'Compromise' Liquor Bill Offered by Pelly

Washington Republican would ban such advertising during the 5 p.m. to 7 p.m. period when children watch and listen to radio-tv.

A "COMPROMISE" measure that would ban beer, wine and liquor advertising on radio and tv between 5 p.m. and 7 p.m. was introduced in the House Thursday by Rep. Thomas M. Pelly (R-Wash.).

In speaking to the House, Rep. Pelly said his bill was designed as a compromise to the pending Bryson bill. The latter proposal would prohibit all alcoholic beverage advertising on all media.

The Pelly bill, he said, would set aside a time when "parents can allow their children to watch television or listen to the radio without any fear that they will be subjected to harmful or objectionable advertising."

Rep. Pelly also warned that he had doubts whether Congress would approve the Bryson-type legislation and that he wished it to be "crystal clear . . . I do not align myself with either the 'dry' or the 'wet' forces in this country . . . On the contrary, I do align myself with those who believe in moderation in the use of alcoholic beverages and with those parents who feel that their children should be allowed to watch television and listen to the radio during the early evening hours without concern over the advertising they are apt to see or hear."

The bill, which was referred to the House Interstate & Foreign Commerce Committee that already has held hearings on the Bryson measure, would make the two-hour ban a condition in the issuance of station licenses. This would be done by amending the Communications Act.

At the same time, Capitol observers discounted any possibility that either the Bryson bill in the House or the Langer bill in the Senate (both measures are the same) would get far in these waning days of Congress.

The Langer bill still is in committee. But because of its highly controversial matter, it would be necessary to bring it to the Senate floor, if and when cleared by committee, where it would face debate. The issue is much the same with the Bryson bill in the House.

Sheppard Again Submits Anti-Network Legislation

RADIO and television networks, with the tocsin already sounded in the Senate by Sen. John W. Bricker (R-Ohio) in introducing a bill for FCC licensing of networks (S 3456), were alerted further last week by a similar bill introduced in the House by Rep. Harry R. Sheppard (D-Calif.).

The Sheppard proposal was referred to the House Interstate & Foreign Commerce Committee.

Rep. Sheppard's bill (HR 9700), which caught Congressmen getting ready to head homeward, coupled the proposal for FCC regulation of networks with another authorizing radio and tv stations to rebroadcast sponsored programs in the U. S. with permission of the sponsor, or unsponsored programs with approval of the person or "originating station" bearing the greatest expenses (non-transmitting costs) of the program.

The California Congressman's proposal on

rebroadcasting offered a new section (Sec. 332) to the Communications Act. A twin bill introduced by Rep. Sheppard (HR 9701) would amend Sec. 325 (a) of the Act to include the rebroadcasting proposal.

During the 82d Congress Rep. Sheppard also introduced a bill (HR 73) seeking FCC control of networks, with an endorsement by then FCC Chairman Paul A. Walker, and a rebroadcasting bill (HR 10), but no action was taken on either.

Rep. Sheppard's stand on network regulation and rebroadcasting dates back through several Congresses. In asking anti-network legislation, the Congressman often has called attention to backing by a number of broadcasters. Among the latter, the most outspoken has been Gordon P. Brown, WSAY Rochester, N. Y.

In a statement on behalf of his network regulation bill, Rep. Sheppard said many radio stations have discontinued operation and others are operating "in the red" because of "network chain monopolies."

He also blamed the networks and the FCC for the plight of uhf operators who he said failed to get high quality network programs.

He said the FCC was responsible for uhf troubles through its "quicky" vhf tv grants to applicants who filed "complicated merger television applications . . . with the FCC exactly at their closing time of 5 o'clock on Tuesday afternoon, and then the FCC promptly granted these applications at 10 o'clock on Wednesday, the next day, without the Commissioners ever having a chance to look into these complicated applications to determine if the grant . . . would be in the public interest."

He praised Comr. Frieda B. Hennock, who, he said, "refused to be a party to such illegal 'quicky' television grants. . . ."

Approval of WINT (TV)'s Ft. Wayne Site Protested

WKJG-TV Fort Wayne, Ind., operating on ch. 33, and Anthony Wayne Broadcasting Co., recommended in an examiner's initial decision for a grant on ch. 69 in that city, have protested to FCC a request by ch. 15 WINT (TV) Waterloo, Ind., for approval of main studio in Fort Wayne and designation as a Fort Wayne-Waterloo outlet.

They charged that the move violates FCC's allocation principles and constitutes misrepresentation in view of WINT's earlier statements to the Commission respecting studio and transmitter sites at Waterloo. Both asked for a "reprimand" of WINT to discourage other attempts to avoid FCC's normal procedures.

WKJG-TV also questioned whether acquisition of minority holdings in WINT by principals in WJR Detroit constitutes illegal transfer of control without approval.

WKJG-TV pointed out that in WINT's publicity to the trade press the Waterloo station already is identifying itself as a "Fort Wayne" station [B•T, June 7]. WKJG-TV noted ch. 15, according to FCC's allocation plan, is assigned to Angola, Ind., but was approved initially for WINT at a site in Waterloo 14.2 miles south of Angola. This site later was moved seven miles farther south of Waterloo, 21 miles from Angola, the Fort Wayne station said, and WINT now, through request for special temporary authority, seeks to become a Fort Wayne outlet.

WKJG-TV charged that WINT admitted in its request for STA it had not begun construction at Waterloo and that "it had no intention of constructing studio facilities in accordance with the representations which it has repeatedly made to the Commission."

DOERFER WINS UNANIMOUS CONFIRMATION

Commissioner is sworn in to full seven-year term. Fast Senate action follows collapse of objections posed by broadcaster Ed Lamb.

THE SENATE unanimously confirmed John C. Doerfer last Tuesday to a full, seven-year term on the FCC. The confirmation rode through without an objection, in effect giving the Commissioner a full vote of confidence.

In informal ceremonies Thursday afternoon in his office, Comr. Doerfer took his oath of office before Betty Ferro, notary public and chief of the FCC Common Carrier License Branch. The only others present were Mrs. Doerfer, their son, John, and members of his office staff.

The Senate's action came after an unprecedented attack by a broadcaster against the FCC nominee, an attack that lost its punch in the closing session of a two-day hearing held by the Senate Interstate & Foreign Commerce Committee a fortnight ago [B•T, June 28].

Setting off the note of approval was swift clearance of President Eisenhower's re-appointment of Comr. Doerfer by the Commerce Committee on Monday. The committee, apparently finding no basis for the charges against Comr. Doerfer, voted approval without a dissent.

Charges by broadcaster-publisher-industrialist Edward Lamb of Toledo collapsed when in testifying before the committee, Comr. Doerfer, on his own behalf, and Benito Gaguine, former FCC examiner and legal aide to Chairman Rosel H. Hyde, and now a Washington attorney, explained FCC procedure in the Lamb case.

Playing Politics

Mr. Lamb had charged that Comr. Doerfer had been playing politics and had prejudged him. These complaints were treated point-by-point by Comr. Doerfer in his testimony, presenting his own version of each charge. When the hearing ended, the consensus was that Comr. Doerfer had made an excellent appearance.

Hub of the case was that one of Mr. Lamb's applications has been set aside by FCC for hearing on the ground that he concealed Communist Party and communist association activities [B•T, Oct. 26, 1953, *et seq.*].

Comr. Doerfer, 49, is a Wisconsin Republican. He was nominated by President Eisenhower March 20, 1953, as successor to Comr. Eugene H. Merrill, a recess appointee of Mr. Truman. Taking office April 15, 1953, Comr. Doerfer served out the term of Robert F. Jones, who had retired from the Commission. The term ended last Wednesday.

President Eisenhower nominated Comr. Doerfer for a new and full term on the FCC early last month [AT DEADLINE, June 7].

Comr. Doerfer is credited with quickly clearing a backlog of public utility rate cases before the Wisconsin Public Service Commission. He was appointed to that commission in 1949, and was chairman when appointed to serve on the FCC.

Born in Milwaukee, Comr. Doerfer attended schools there and in 1924-28 attended the U. of Wisconsin at Madison, where he received a B.A. in commerce.

After college, he worked as an accountant, and acquired an interest in law that culminated in a doctor of jurisprudence degree *cum laude* in 1935. He was in private law practice in West Allis, a Milwaukee suburb, and served three terms as city attorney, beginning in 1940.

FCC Budget Clears

FCC is operating its broadcast service this fiscal year, which began last Thursday, with $1,230,000, some $374,000 less than the sum available for the 1954 fiscal year which ended Wednesday.

President Eisenhower signed the Independent Offices appropriation bill June 24 providing $6,544,400 for all of FCC's operations in fiscal 1955.

STODOLA RESIGNS FROM FCC POST

EDWARD T. STODOLA, chief FCC hearing examiner, resigned last week to return to his previous position as a hearing examiner with the Civil Aeronautics Board. Ill health was given as the reason for Mr. Stodola's return to a non-administrative job.

MR. STODOLA

Appointed FCC chief examiner only last March [B•T, Feb. 15], Mr. Stodola was the second chief hearing examiner in the FCC's annals. The first was the late J. Fred Johnson, appointed in 1950 but who died in May of that year.

At the present time, the FCC has 17 hearing examiners. This number is scheduled to be reduced to about 11 by the end of the year.

Simpson Bill Would Eliminate Excise Tax on Radio, Tv Sets

A BILL to add radio and tv sets, phonographs and tubes to the list of goods exempted from the 10% manufacturers' excise tax was introduced in the House last Tuesday by Rep. Richard M. Simpson (R-Pa.). The bill (HR 9742) was referred to the House Ways & Means Committee of which Rep. Simpson is third-ranking Republican member.

The bill would amend Sec. 3404 (a) of the Internal Revenue Code to read as follows:

"(a) Radio receiving sets, automobile radio receiving sets, television receiving sets, automobile television receiving sets, phonographs, and combinations of any of the foregoing of the entertainment type, and tubes of the type used on or in connection with or as component parts of any of the foregoing articles."

Meanwhile, in the Senate, an amendment to eliminate the Federal excise levy on all-channel tv sets, introduced by Sen. Edwin C. Johnson (D-Colo.), pends before the Senate Finance Committee.

SENATE UNIT SETS SESSION ON UHF

The Potter subcommittee meets Thursday, reportedly to plow through all suggestions made at the recent hearings on uhf, with FCC discussing each.

FIRST attempt to get the uhf question out of Senate drydock is set tentatively for Thursday.

Members of the Senate Communications Subcommittee and the FCC meet behind closed doors that day for a shirt-sleeve session on problems of uhf television. The session will be held as an aftermath of the subcommittee hearing on which the record has been closed [B•T, May 24, et seq.].

In the meantime, Radio-Electronics-Tv Mfrs. Assn. told the Potter subcommittee in a letter that it was opposed to the recommendation that the Senate group approach the Attorney General for an opinion on whether an anti-trust exemption would be in order for tv set manufacturers who agree to produce only all-channel receivers [B•T, June 28].

RETMA President Glen McDaniel said such a move would be a "serious mistake" in that it would weaken the manufacturers' protection under the anti-trust laws and would permit government regulation of the tv set manufacturer. He said he doubted whether such legislation would be constitutional.

While cognizant of the broadcaster's problems, "under no circumstances [does the set manufacturer] . . . believe that it would be proper or desirable to solve the problem by carrying out exceptions to the anti-trust laws or by imposing Federal regulation . . ." Mr. McDaniel said.

The subcommittee, headed by Sen. Charles E. Potter (R-Mich.), held an executive session last Tuesday at which time the FCC-Senate conference was discussed.

Details Slim

Details are slim on any concrete plans on the uhf situation. But reportedly the executive session Thursday will adopt the procedure of taking up point-by-point all recommendations proffered during the hearing. FCC will be asked by the Senators to discuss each point.

Preliminary work thus far has been to sift the more reasonable suggestions from the less probable—such as proposals for government subsidies to uhf operators.

The make-up of the subcommittee membership has changed since the group was created by Commerce Chairman John W. Bricker (R-Ohio) early in the year. Two Senators—Dwight Griswold (R-Neb.) and Lester C. Hunt (D-Wyo.)—have died. Sen. Earle C. Clements (D-Ky.) just last Thursday was assigned to the Democratic vacancy (see story, this page). Sen. Eva Bowring (R-Neb.) last May succeeded the late Sen. Griswold.

Thus, the five members of the subcommittee would be Sens. Potter; Andrew F. Schoeppel (R-Kan.); Bowring; John O. Pastore (D-R. I.) and Clements.

In addition to the suggestion that the Attorney General be sought out on a set manufacturer agreement, other proposals want to:

1. Foster an all-out campaign to eliminate immediately the excise tax on all-channel tv receivers (see set tax story, page 51).

2. Increase the supply of tv film for stations through tax inducements.

3. Create a special advisory committee, made up of industry experts, to study channel allocations with a view to solving the problem of mixed markets (uhf-vhf market).

4. Request FCC to be more flexible in its allocations table and in its multiple ownership rule.

5. Freeze immediately all vhf applications and grants.

6. Bolster the two trailing tv networks.

7. Eliminate intermixture in the same markets.

8. Cut back power and antenna height of vhf stations to equal uhf.

Intermixture Answer

ANSWER to the problem of intermixture of both vhf and uhf in the same city was supplied to FCC last week by 13-year-old Jay Millard of Brookhaven, Ga. Submitting a detailed revision of the U. S. tv allocation table, Jay said, "I hope you think this is satisfactory, but if you don't, I take defeat gracefully." Done on tablet paper with black pencil for commercial channels and red pencil for educational, revision would alter assignments of some 200 existing stations, delete another 50.

Bricker Unit Reports Radio-Tv Curb Bill

WITH little delay, the Senate Commerce Committee last week reported the so-called anti-gambling bill desired by the Justice Dept.

The measure (S 3542), authored by Sen. John W. Bricker (R-Ohio) upon request of the Justice Dept., would ban broadcasting and other interstate transmission of "gambling information" on certain sports events and would require an hour's time lag before details of a horse race or dog race are put on the air [B•T, June 14 *et seq.*].

The committee then sped the bill to the Senate floor.

As the bill was placed on the Senate calendar, Sen. Bricker moved quickly to pull back a long pending bill (S 2314) which is similar to the Bricker measure except that it contains a penalty provision. The latter measure would make the Justice Dept. primarily responsible for law enforcement as contrasted to the Bricker bill which places the administrative burden on the FCC.

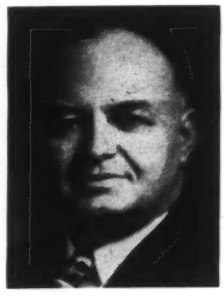
S 2314 was authored by the late Sen. Charles W. Tobey (R-N. H.) early in the first session of the 83d Congress. It was the measure preferred by the FCC. It cleared the Senate Commerce group last summer and was placed on the Senate calendar where it gathered dust. Sen. Bricker had the bill returned to committee so it would not be in the position of favoring two differing bills on the same subject.

Observers close to the situation now predict this anti-gambling bill, thought by many to be restrictive toward the broadcast media, also will linger on the calendar. Since the legislative slate will be wiped clean when Congress soon adjourns there seems little hope for the Bricker anti-gambling measure.

Reportedly the Justice Dept. feels that even though the legislation it sponsors may fail to see the light of day, Congressional intent via committee will be placed on record. FCC, of course, feels the same way. Some observers see in this tit-tat-toe a point of no return and obviously, little chance for the anti-gambling-legislation, FCC- or Justice Dept.-sponsored.

Clements Assigned To Potter Subcommittee

ASSIGNMENT of Sen. Earle C. Clements (D-Ky.) to succeed the late Sen. Lester C. Hunt (D-Wyo.) as a member of the Senate Communications Subcommittee chairmanned by Sen. Charles E. Potter (R-Mich.), was announced Thursday.



SEN. CLEMENTS

Sen. Clements, assigned by the Senate leadership to the Senate Interstate & Foreign Commerce Committee, thus will be the second new face on the communications group since its creation early in the year. Sen. Eva Bowring (R-Neb.) succeeded the late Sen. Dwight Griswold (R-Neb.) [B•T, May 10].

A former governor of Kentucky, Sen. Clements has served in the Senate since Nov. 27, 1950. His term expires in January 1957. Sen. Clements was shifted to Commerce from the Senate Interior Committee.

Sen. Hunt died June 19 from a self-inflicted bullet wound.

Educ. Uhf WKAR-TV Seeks Non-Commercial Vhf Channel

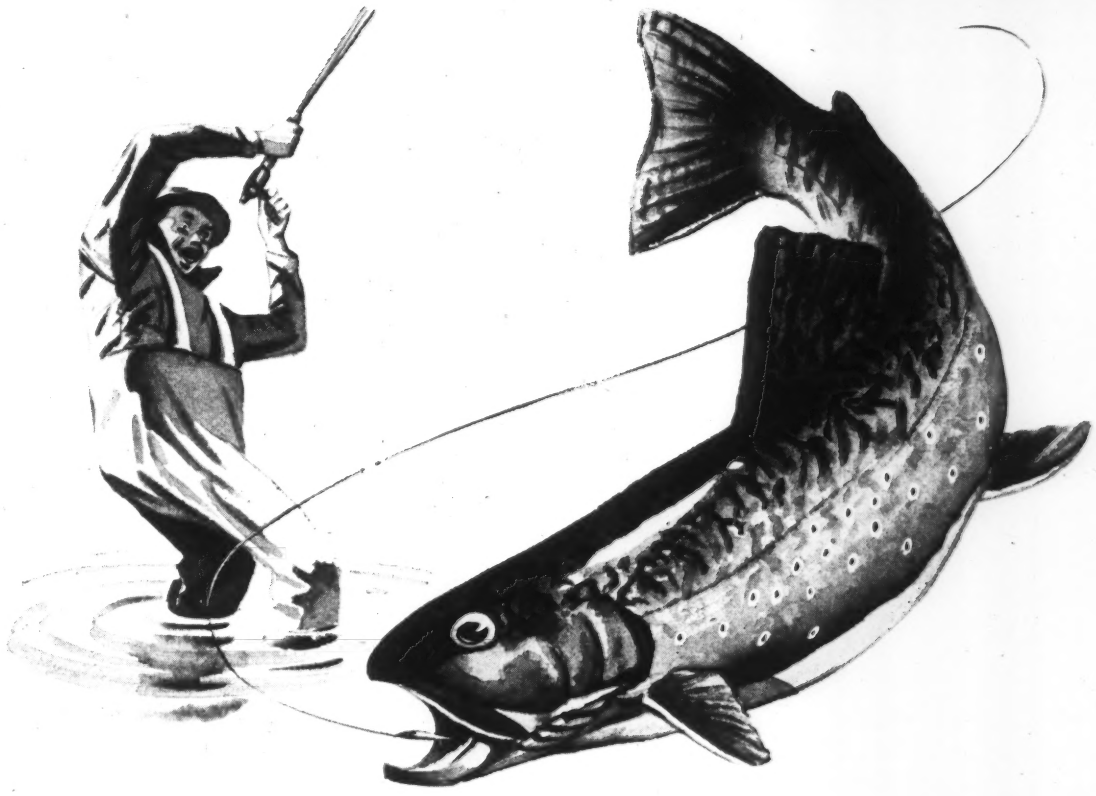
FCC was asked last week to change commercial ch. 10 at Parma-Onondaga, Mich., to "reserved for education" in a petition filed by Michigan State College's ch. 60 WKAR-TV East Lansing, educational noncommercial outlet which fears it "is in immediate danger of being the only uhf island in a sea of vhf service."

Ch. 10 presently is in contest among four commercial applicants, although the formal hearing has not been scheduled. Seeking the facility are Booth Radio & Tv Stations Inc. (WIBM Jackson), Tv Corp. of Michigan Inc. (WILS-AM-TV Lansing), Jackson Broadcasting & Tv Corp. (WKHM Jackson) and Triad Tv Corp.

Live Programs Cited

Citing its record of 80% local live programming and other achievements, WKAR-TV pointed out "the highest tower, the greatest power and the finest local and live program service are not sufficient in themselves to motivate or develop a general acceptance by the general public of uhf and its service." Set conversion in the station's radius is only 25-30%, WKAR-TV said, with less than 5% in rural areas. Construction cost was more than $500,000 and annual operating budget is in excess of $350,000, WKAR-TV related.

WKAR-TV submitted an engineering survey which it contends shows that (a) greater coverage can be obtained on ch. 10 than on ch. 60; (b) Parma-Onondaga receives at least 10 commercial vhf signals, including all four networks; (c) no vhf educational operations have been allocated to central Michigan, and (d) if ch. 10 is designated for noncommercial use, it will not deprive Parma-Onondaga of "several good commercial tv services."



YOU MIGHT GET A 14½-LB. BROOK TROUT—*

BUT . . . YOU NEED WKZO RADIO TO LAND SALES IN WESTERN MICHIGAN!

PULSE REPORT—100% YARDSTICK
KALAMAZOO TRADING AREA—FEBRUARY, 1953
MONDAY—FRIDAY

	6 A.M. to 12 Noon	12 Noon to 6 P.M.	6 P.M. to Midnight
WKZO	59% (a)	59%	48%
B	21	14	23
C	5 (a)	4	6
D	4	4	4
E	3	4	7
MISC.	9	14	12

(a) Does not broadcast for complete six-hour period and the share of audience is unadjusted for this situation.

If WKZO, Kalamazoo, isn't part of your Western Michigan advertising—believe us, you're letting the big one get away!

Pulse figures, left, prove WKZO's dominance, *morning, afternoon and night.* On a quarter-hour, 52-time basis, WKZO gets 181.0% more morning listeners and 321.4% more afternoon listeners than Station B—*yet costs only 35.3% more money!*

Nielsen figures confirm WKZO's superiority. They credit WKZO with 181.2% more daytime radio homes than Station B!

Let Avery-Knodel give you the whole WKZO story.

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO

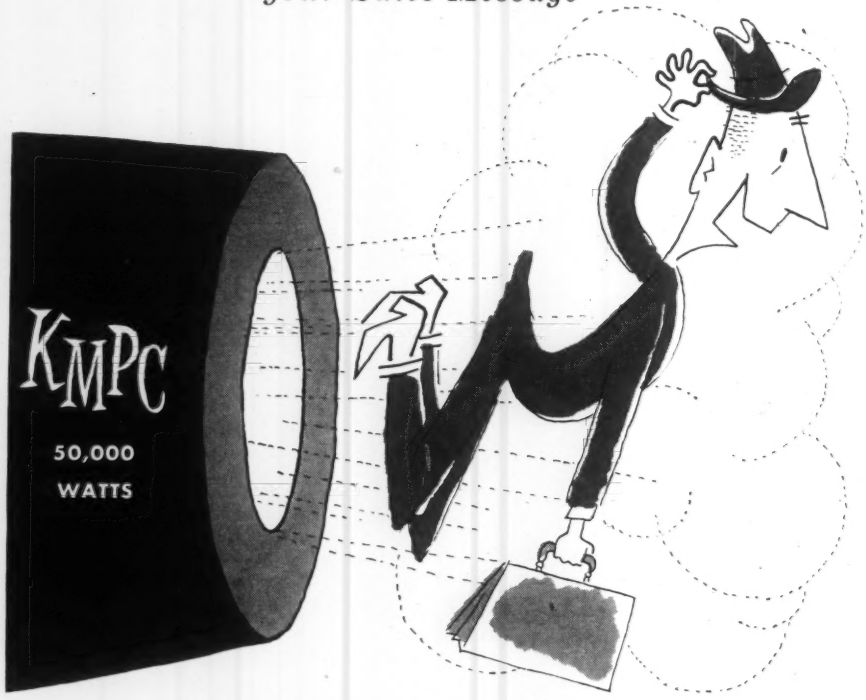
CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Dr. W. J. Cook caught a brook trout this size on Nipigon River, Ontario, in July, 1916.*

USE THE BIG GUN!

when you want the people of Southern California to get your Sales Message



"O-O-H"* A "BOOM" WITH A BONUS!

A recent *Pulse Report* (Feb. 1954) shows that KMPC dominates Southern California's ** OUT-OF-HOME audience:*

KMPC TOPS ALL Los Angeles stations, except one network outlet, in total O-O-H ratings.

KMPC, except for just one network outlet, has a larger O-O-H audience than any other Los Angeles station — *including the networks!*

A 1953 survey estimates 2,804,196 automobile radios for O-O-H listening in Southern California.

KMPC reaches them ALL!

KMPC *The One-Station Network*
You could buy 38 stations in this area and still not get this great KMPC coverage.

KMPC IS A 24-HOUR STATION

KMPC 710 KC, Los Angeles

GENE AUTRY, *President* • R. O. REYNOLDS, *Vice-Pres. & Gen. Mgr.*

Represented Nationally by A. M. Radio Sales Company
NEW YORK • LOS ANGELES • CHICAGO

Impersonation Charged In San Antonio Case

Private detective, said to be of firm retained for KONO, is charged with representing self as FCC official to obtain financial data on KMAC tv venture.

ARREST of a private detective on the charge of impersonating an FCC official in soliciting credit information on a competitive television applicant was disclosed Tuesday by FCC counsel in the San Antonio ch. 12 case before Examiner James D. Cunningham.

Contestants are KMAC and KONO, both San Antonio.

It is charged that the detective, working for Texas Industrial Survey, an investigation firm retained by one of the officers of KONO, impersonated an FCC official in questioning sources of financial support for KMAC's tv venture.

KONO spokesmen testified, however, that they were unaware of the investigation technique used.

No one disputed the propriety of a credit check, *per se*, of a competitive applicant.

Assistant U. S. Attorney Bradford Miller, San Antonio, late Thursday told B•T that a "complaint" had been filed before the local U. S. Commissioner on Monday against James R. Duncan, described as a "private detective" of Texas Industrial Survey. The complaint, he said, charges Mr. Duncan with "falsely representing himself as an officer or employe of FCC" in violation of Sec. 912 of Title 18 of the U. S. Code. The law pertains to impersonation of federal officials.

Mr. Miller said Mr. Duncan was arrested Monday and he posted $1,500 bond. The case will be put before the San Antonio grand jury in October, he stated.

Mr. Miller said his office is "still investigating" whether there has been a possible violation of Sec. 605 of the Communications Act. Sec. 605 forbids wiretapping.

The ch. 12 hearing was recessed Wednesday until July 20.

Paul Dobin, counsel for KMAC, told the examiner that he may petition later for enlargement of issues in the ch. 12 case when the facts surrounding the charges filed in San Antonio are established.

KONO counsel is Edward P. Morgan. Pasquale Valicente represented FCC Broadcast Bureau's Hearing Division.

Diversification Argument Highlights Mobile Contest

ISSUE of mass media diversification was put before FCC Tuesday in oral argument on an examiner's initial decision proposing to grant ch. 5 at Mobile, Ala., to Mobile Television Corp. rather than WKRG-TV Inc. [B•T, Feb. 15].

WKRG-TV Inc., which includes principals in WKRG and local theatre interests, argued the examiner overlooked the diversification factor when he ruled for Mobile Television on the ground of better prospects for carrying out its program proposals in view of studio design, production equipment, staff training and expansion potential.

On these grounds WKRG-TV Inc. claimed equality and said it should have been preferred because Mobile Television is owned in part by the city's "monopoly newspaper," the Mobile Press-Register Inc. (WABB Mobile), and in part by WDSU-TV New Orleans principals, who also are interested in WAFB-TV Baton Rouge. This concentrates control of three tv stations in the same Gulf Coast area, FCC was told.

FCC Broadcast Bureau counsel cited the "close working arrangement" proposed between the Mobile Television station and the *Press-Register*, but this was defended by Mobile Television on the ground only the supply of "raw news" is involved and other sources of news are retained.

Mobile Television also argued it has "widespread local roots," saying it is owned by 69 people in 95 local businesses and has ties with 150 community organizations.

James A. McKenna Jr., argued for WKRG-TV Inc.; W. Theodore Pierson, Mobile Television; Jerome S. Boros, FCC.

GOV. JOHN LODGE (r) of Connecticut congratulates Eric Hatch, new owner and general manager of WBIS Bristol, Conn., during a recent visit to the station.

General Teleradio Purchase Of WHBQ Memphis Approved

ACQUISITION of WHBQ-AM-TV Memphis by General Teleradio Inc. [B•T, May 3] was approved Thursday by FCC, along with corollary disposal of KGB San Diego, required under multiple ownership rules.

The Memphis properties were acquired from Harding College. General Teleradio now owns the maximum five tv stations. Its owned properties, besides Memphis, include WOR-AM-TV New York, WNAC-AM-TV Boston, KHJ-AM-TV Los Angeles, WEAN Providence, KFRC San Francisco, and majority interest in WGTH-AM-TV Hartford, Conn. The company controls Mutual Network, and owns Don Lee and Yankee networks.

According to FCC, the WHBQ-AM-TV assignment involves a leasing arrangement for 15 years at total rental of $2,879,046, with opportunity to re-lease at an annual rental of $12,000 or purchase for fair market value or $50,000, whichever is greater. The FCC approval was conditioned on disposal of KGB.

WHBQ operates with 5 kw power on 560 kc. It is a Mutual affiliate. WHBQ-TV, which went on the air in 1953, is a CBS affiliate.

Assignment of the KGB license to Marion R. Harris, KGB manager, was approved. This General Teleradio sale involves a $27,500 annual lease until Dec. 31, 1960, with the assignee having option to purchase during 1959 at fair market value.

FTC Trade Practice Rules Readied for Submission

PROPOSED trade practice rules for the radio and television industry, amending the 31 rules offered by the Federal Trade Commission in September 1953, will be submitted "in a very short time" for eventual consideration by FTC members, according to H. Paul Butz, FTC attorney who has been in charge of drawing up the proposed amendments.

Mr. Butz, who held two hearings last year [B•T, Dec. 14, Oct. 12, 1953] on the proposed rules, said his report will go through the FTC's chief of trade practice conferences and in turn to the director of the agency's bureau of consultation, with both incorporating their own reports before the proposed rules go to the FTC membership for review.

Several controversial points on the proposed rules came up at the October and December hearings, among them a proposal by Allen B. DuMont Labs that proposed Rule 2 (d) be amended to describe as an unfair trade practice the failure to label or advertise a television set according to the number of channels it is capable of receiving.

Comment from 11 tv set manufacturers was elicited by a May 28 letter sent by Mr. Butz to 19 manufacturers, said to represent 90% of the total set output, to ascertain their views on the DuMont proposal. Of the 11 who replied, nine were against the amendment and two were in favor. DuMont's reply had not been received by last week, Mr. Butz said.

Pro and Con

The UHF Tv Assn. seconded the DuMont proposal, but Radio-Electronics-Tv Mfrs. Assn. objected to the amendment in a letter sent to the FTC by RETMA President Glen McDaniel after discussions by RETMA's Set Division at a June 16 meeting in Chicago.

After stating RETMA's belief that the current uhf economic predicament is a basic one and not caused by individual trade practices, Mr. McDaniel said his association feels no deception was involved in sale of 21 million tv sets before uhf channels were allocated; that his organization does not believe failure to disclose affirmatively the technical limitations of a piece of equipment is deceptive, and that if such were the case, sale of an am set without noting its lack of fm tuning facilities also would be deceptive.

Mr. McDaniel said he doubted that the FTC has authority to require such affirmative labeling without special legislation to that effect.

Even if failure to label were deceptive, Mr. McDaniel said, it would not help present business practices because many manufacturers ship only all-channel sets to areas where there are both uhf and vhf signals, while merchants who sell vhf sets only in these areas are limited in their advertising claims. He said if the amendment is considered by the FTC the hearing should be reopened so it might receive fuller discussion.

Ill Witness Excused

EUGENE ROTH, president of KONO San Antonio, applicant for ch. 12 in contest with KMAC there (story this page), was excused from further testimony last week in the hearing before FCC Examiner James D. Cunningham because of illness. His examination has been completed by stipulation. On Monday afternoon, just as KMAC counsel began cross examination, Mr. Roth complained he did not feel well and was excused. Later it was disclosed he recently suffered from heart attacks on two occasions.

Eight Plan Protest In Daytime Skywave

INTENTION of eight limited-time stations to protest FCC's proposed rule-making in the daytime skywave case was set forth Thursday at a meeting of the stations in Washington. They charge that their sunrise and sunset operations will be restricted excessively by the proposed increased protection to Class I clear channel station [B•T, March 15 *et seq.*].

The eight stations plan to file briefs with the Commission by deadline on Thursday of this week and will cite loss of program service to the public and of revenue to the outlets if the restrictions are allowed to become effective, it was pointed out.

Oral argument on merit of the FCC plan is scheduled July 15 while comments on the proposed rule-making are due Aug. 2 [B•T, June 14, 7]. FCC indicated existing daytime-only stations now on clear channels would not be affected "at this time" but certain secondary limited-time outlets in the eastern U. S. may have to modify their operations at certain hours.

Those attending the Washington meeting included: Morris Novik, WLIB New York; Robert Miller, WAIT Chicago; Jack Carr, counsel, and George Lohnes, consulting engineer, for WJJD Chicago; Dr. Herman H. Hohenstein, KFUO Clayton, Mo.; Ted Baron, counsel, and J. B. Maurer, WHKK Akron, Ohio; Michael R. Hanna, WHCU Ithaca, N. Y.; Seymour Kreiger, counsel, WOSU Columbus, Ohio; ex-Gov. Charles M. Dale of New Hampshire, WHEB Portsmouth, N. H., and Leonard H. Marks, counsel for WLIB WHCU WAIT WHEB.

WSPA-TV Stay Order To Be Argued July 8

ARGUMENT for an order temporarily staying the construction of WSPA-TV Spartanburg, S. C., on Paris Mt. outside Greenville, S. C., will be held July 8 in the U. S. Court of Appeals in Washington.

Appeal against the FCC's grant for the Spartanburg station to move its ch. 7 transmitter to the Paris Mt. site was filed two weeks ago by WGVL (TV) Greenville, operating on ch. 23. The appeal followed the FCC's denial of the WGVL protest against the grant last month [B•T, June 7].

The court still has not acted on a request for a temporary stay against the WSPA-TV site modification brought by WAIM-TV Anderson, S. C., and argued two months ago [B•T, May 31].

The main contention of both WGVL and WAIM-TV is that the move of WSPA-TV nearer Greenville upsets the allocations table and in practice puts another station in Greenville. They also claim that WSPA-TV's move was made necessary in order to overcome overlap with WBTV (TV) Charlotte, N. C., and thus enable it to secure a CBS-TV affiliation. The FCC has consistently denied these petitions and protests on the ground that the Spartanburg station's new site meets all FCC requirements. The same fight developed earlier this year when WSPA-TV got temporary authority to move to Paris Mt. for interim operation. The court issued a stay after the same protesting stations asked for one [B•T, Feb. 1 *et seq.*].

LT. GOV. Harold W. Handley of Indiana officiates at the controls of the new transmitter of WFBM-TV Indianapolis. Previously, Mr. Handley pulled the switch to increase the station's power and add 10,000 square miles to its coverage. Explaining details of the panel board are (l to r): Robert Flanders, assistant chief engineer; William A. Shepler, public relations director, and Harold Holland, chief engineer.

Cohen, Schine Hurt Morale Of VOA, USIA—Monroney

THE Voice of America, at the time of Soviet Premier Joseph Stalin's death, was reduced to a "stutter and a stammer" by Roy M. Cohn and G. David Schine, aides on GOP Sen. Joseph R. McCarthy's investigation subcommittee, Sen. A. S. Mike Monroney (D-Okla.) charged last week.

Sen. Monroney, testifying before a Senate Rules subcommittee on his resolution which would help enable the Senate to curb probes it feels have gone to excesses, said the tour of Europe as Senate representatives by Messrs. Cohn and Schine last year damaged the morale of the Voice and its parent, the U. S. Information Agency.

In contrast, Sen. Monroney said, a Senate Foreign Relations subcommittee headed by Sen. Bourke B. Hickenlooper (R-Iowa), during the same period conducted a quiet and effective study of the overseas information program. The Hickenlooper subcommittee logically was the only Senate group entitled to make the investigation, he indicated.

'Voice' Men Go Abroad

TO SURVEY tv developments outside the U. S., two Voice of America representatives will spend the next six weeks abroad, J. R. Poppele, director, has announced. Vestel Lott, chief of the Voice's central program services division, left New York for a European tv survey covering France, England, The Netherlands, Belgium, Germany, Switzerland, Italy and Spain. Sidney N. Berry, tv development officer of the Voice, will leave later this month for a similar survey of Latin America, visiting Brazil, Argentina, Chile, Panama, Colombia, Venezuela and Cuba.

SAVANNAH RIVALS EXCHANGE BLASTS

PROGRAMMING and premature construction were points argued Thursday before FCC in oral argument on the Savannah, Ga., ch. 3 initial decision which would grant WSAV and deny WJIV there [B•T, April 12].

WJIV told the Commission WSAV should be disqualified on the basis of premature construction of antenna footings and a transmitter-projection-control room atop Savannah's Liberty National Bank Bldg. As to criticism of its radio programming, WJIV contended its service was meeting the needs of the Negro population.

WSAV, however, minimized the premature construction and said even if it was ruled improper, the Commission could condition the grant so as to preclude its use. WSAV attacked the WJIV program record, charging WJIV aired fortune telling and palmistry announcements as well as commercial religious shows, including one by Evangelist J. Harold Smith.

Rev. Smith at one time was denied a license by FCC to cover the permit for WIBK Knoxville, now off the air.

Charging WJIV with airing indecent records, WSAV showed the Commission a passage from one WJIV record in support of the WSAV contention.

Marcus Cohn appeared for WSAV; Philip M. Baker for WJIV.

Belknap Says WMCT (TV) Protest Belongs in Court

IF WMCT (TV) Memphis fears that community television systems in Poplar Bluff and Kennett, Mo., will "pirate" its programs, let it go to court, J. E. Belknap & Assoc. told the FCC last week in moving for dismissal of WMCT's protest against the common carrier grant to the Belknap group [B•T, June 21].

WMCT protested against the grant on the ground that it endangered its property rights in programs. It also asked the Commission to look into community tv systems.

The Belknap group received permission early in May to construct a microwave relay to pick up Memphis tv signals, relay them to community tv operations in Poplar Bluff and Kennett [B•T, May 10].

Since it is a common carrier, Belknap said in its answer to the WMCT protest, the only recourse WMCT has is against the community tv systems which may use its programs. Belknap said all it would do would be to furnish traffic on order to subscribers. It said it would presume that community systems would make arrangements with stations whose programs were to be picked up before ordering Belknap facilities. Belknap claimed that WMCT has no standing as a "party in interest," nor has it shown economic injury.

Texans Protest 'Facts Forum'

A RESOLUTION has been adopted by the Texas State Federation of Labor (AFL) calling for protest to FCC of the *Facts Forum* radio-TV program underwritten by oilman H. L. Hunt. The union group has asked stations to allot equal time for rebuttal programs, it was reported. The resolution described *Facts Forum* as a "biased program of propaganda" and "a fraud and a misrepresentation."

TRANSFORMERS FOR BROADCASTERS
GATES-ATLANTA
13th & Spring Sts., N. W.
Tel. Elgin 0369

Summer Time is LISTENING TIME...

Yes, summertime is listening time . . . as a matter of fact . . . all the time is listening time in the KVOO area! More people listen to KVOO more of the time than to any other station in Oklahoma's Number One Market. What's more, KVOO listeners know from many years' experience that they always get the best from Oklahoma's Greatest Station . . . that they hear the news FIRST and hear it RIGHT. Advertisers know, too, that when they're fishing for customers their advertising hook, baited with a KVOO quality show, brings in the biggest results the quickest! If YOU haven't tried a KVOO schedule set one up for the summer months and reap a rich reward of results!

SHARE OF TULSA AUDIENCE

The Pulse, Inc. February, 1954

MONDAY-FRIDAY

Station	6 AM-12 Noon	12 Noon-6 PM	6 PM-10:30 PM
KVOO	**33**	**38**	**45**
"B"	21	18	23
"C"	20	21	15
"D"	5	5	5
"E"	9a	10a	*
"F"	9	5	6
Misc.	3	3	5
Total Percent	100	100	100
Average ¼ hour Homes using radio	17.9	20.4	20.0

a Does not broadcast for complete six hour period and share of audience is unadjusted for this situation.
* Not on air

Call your nearest Edward Petry & Company office or KVOO direct for availabilities. Do it now!

RADIO STATION KVOO

NBC AFFILIATE

EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES

50,000 WATTS — OKLAHOMA'S GREATEST STATION — TULSA, OKLA.

Aviation Groups Urge Tower Standards Study

STUDY of means to increase the effectiveness of marking and lighting tv and radio towers was urged last fortnight by the Air Transport Assn. and the National Assn. of State Aviation Officials.

In testimony before the working committee of the Washington Air Coordinating Committee, Frank B. Brady, representing the ATA, said that present marking and lighting standards were inadequate.

He urged the committee to begin working on methods of improving tower identification, including the use of some sort of an electronic device which would warn pilots they were approaching a tower even under conditions of extreme poor visibility. He said ATA was interested in marking guy wires, but more concerned with identification of the main structure.

Col. A. B. McMullen, NASAO representative, also called for the committee to investigate means of improving marking and lighting of tall structures. He said state aviation officials had "intimate knowledge" of aircraft accidents resulting from collision with tall structures, and many near misses, "most of which received little or no publicity." He did not enumerate. Marking of guy wires is practically non-existent, Col. McMullen said, "although these wires are causing an ever increasing number of accidents." He also recommended that the committee consider the relationship between location and marking of towers.

In a summary of state activities, Col. McMullen revealed that the Bonneville Power Administration and Washington State College were cooperating in a test of neon lights on catenary wires above canyons and streams. He also said that the Idaho Aeronautics Commission had experimented with a large 2½-ft. orange colored sphere on a 6,000-ft. high tension line crossing Panther Creek; the Pennsylvania commission has experimented with reflective paint and has tested the use of spheres; Massachusetts commission recommends the use of an electronic warning device on towers, using 200-400 kc for this purpose, and the Minnesota Department of Aeronautics suggests experiments on a permanent array of lights in "ladder-type configuration; the ladders extending from the tower in the center to the points where the guy wires are anchored."

The working committee was established early this year as a group within the Airdromes, Air Routes and Ground Aids Subcommittee of the Washington ACC [B•T, Jan. 11 et seq.]. Its mission is to (1) determine whether present marking and lighting standards are adequate, and (2) if it decides they are not, to recommend methods of improving tower identification. The group consists of representatives of government and military services, plus associates representing the broadcast and aviation industries.

No. 1 Radio Buy
in New Haven
• • • • • •
Merchandising
more guaranteed in-store food display than any other New Haven station.
• • • • • •
Programs
live wire local plus NBC affiliation = proven audience.
• • • • • •
Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.
— three steps cover — New Haven's ultra-rich market on
WNHC
radio • ASK KATZ

Contract of Private Facilities For VOA Approved

PRIVATE broadcasting facilities will be used on contract basis by the Voice of America, the U. S. radio arm, during fiscal 1955.

The Congress last week approved and sent to the White House an appropriations bill that permits $200,000 of USIA's fiscal 1955 budget to be earmarked for "the utilization of private broadcasting facilities." Radio programs under this plan would be sent to Latin America and Western Europe "as well as other areas of the free world, which programs shall be designed to cultivate friendships with the peoples of the countries of those areas, and to build improved international understanding."

This figure was a compromise struck between Senate and House conferees for the fiscal 1955 budget for USIA. Senators originally asked for $300,000 but later concurred with House conferees' requests the figure be scaled down to $200,000.

"Radio broadcasting and Soviet orbit program" in the budget would receive $18,039,000, compared to $13,049,000 for the press, motion picture and information center services.

Overall appropriation for USIA came to some $77 million, $6 million less than the current operating budget.

Doerfer Says Competition Is Answer in Uhf-Vhf Row

FCC Comr. John C. Doerfer, appearing on a forum program on WTTG (TV) Washington Thursday with Comr. Frieda B. Hennock, said he hasn't heard one word from the public about their being hurt in the current uhf-vhf controversy (See story, page 52).

"Let the evil be demonstrated first," Comr. Doerfer said of the uhf problem, "then the people will call for legislative remedy." Indicating he is against excessive regulation, Comr. Doerfer said the "natural forces of competition" should be allowed to operate and find the level of how many stations a market can support.

Comr. Hennock charged the public won't be satisfied with 250 vhf stations when the allocation can accommodate 2,000 outlets. She said the present situation accounts for 85% of the tv advertising dollars going to two networks and held little hope for the other two networks if remaining uhf stations die off.

FTC ACTS TO STOP POLLSTER-SALESMEN

AN INITIAL decision by a Federal Trade Commission hearing examiner has been entered against an encyclopedia firm whose salesmen, FTC charges, gained admittance to homes on the pretense they were conducting a radio-tv public opinion poll.

FTC Hearing Examiner Webster Ballinger's proposed decision is entered against Universal Educational Guild Inc., Brooklyn, publisher of *World Scope Encyclopedia*, and six other corporations which distribute the books.

The others are: Book Distributors Inc. and Public Distributors Inc., affiliates of Universal, and all sharing the same offices; New England Home Educators Inc., Boston; Eastern Guild Inc., Philadelphia; Keystone Guild Inc., Pittsburgh, and National Distributors Inc., Detroit.

The decision would prohibit salesmen from saying they are conducting a poll without first disclosing they also are selling encyclopedias.

Mr. Ballinger said World Scope salesmen had entered into a contract with *Radio Best Magazine*, subsequently known as *Radio Best and Television Magazine* and *Tv Screen*, whereby salesmen could conduct a poll, using questionnaires. A similar contract later was made with *Academy Magazine*, he said.

Radio-Tv Network Ads Top FTC Deceptive List

RADIO and television network broadcasts have produced the highest number of advertisements considered as questionable by the Federal Trade Commission and set aside for further checking, according to Daniel J. Murphy, director of the FTC's Bureau of Anti-Deceptive Practices.

Mr. Murphy's remarks on radio-tv and other advertising, made in an address at a Federal Communications Bar Assn. luncheon, were entered last Wednesday in the *Congressional Record* by Rep. Thomas J. Lane (D-Mass.).

Accordingly, Mr. Murphy said, "greater emphasis has been placed on the review of the radio and television network material."

The next highest number of questionable ads set aside by the FTC is from newspapers and magazines, with local radio and television commercials ranking third, Mr. Murphy said

FTC began the study in 1929 of newspaper and magazine ads, added radio in 1934 and tv in 1948. FTC examines sample commercials on all the networks, 2,365 local radio stations, 111 tv stations, and advertisements in 302 magazines, 504 newspapers and various mail order catalogs, he said.

Study Began in '29

Advertising has improved over the years, Mr. Murphy said. But he criticized "the so-called twilight-zone copy which does not come clean with the truth but relies on half-truths, false innuendos and deceptive stratagems. . . . Many forms of misrepresentation are so subtle that the consumer, exercising his own faculties and initiative, cannot determine whether he is being deceived or not," he said.

Mr. Murphy described how in 1950 the FTC put a stop to an advertisement inserted in more than 1,000 newspapers by an organization known as American Television Mfrs. Assn. The advertisement tried to stimulate tv set sales by shaming parents into buying tv sets for their children, he said.

He described tv as "the most powerful and

most effective medium for mass merchandising ever devised," calling the medium "the salesman's dream" because "instead of one foot in the door, he is right in the living room." The responsibilities of television as a guest in the home is well recognized by the NARTB's Television Code, he added.

WTVI (TV) Appeals Against Denial of Ch. 4 Protest

WHETHER FCC's grant of St. Louis ch. 4 to merged KWK St. Louis was made after or before a hearing again was argued before the U. S. Court of Appeals in Washington last week.

Case for issuance of a stay order was made by ch. 54 WTVI (TV) Belleville, Ill., in the St. Louis area. WTVI appealed to the court after its protest against the grant to KWK was denied by the Commission on the ground that the uhf station could not protest against a grant made after a hearing [B•T, June 28]. Protest provisions of the Communications Act may be used only against grants made without a hearing.

After the grant to KWK, the uhf station filed a court appeal against the Commission's denial of its application for St. Louis ch. 4. This was filed two days before the FCC finalized an examiner's initial decision in favor of the KWK grant. The Commission held that the WTVI application was foreclosed because KWK was in hearing status. A request by WTVI for a temporary stay was denied by the court. A further request by KWK to have the WTVI appeal dismissed also was denied by the court. Still pending is the appeal from the Commission's denial of the WTVI application.

Grant was made to KWK after competing applicants Missouri Valley Broadcasting Co. (comprising KSTP-AM-TV St. Paul and St. Louis businessmen) and KXOK withdrew [B•T, May 3].

FCC Re-Defines Policy On 'Commercial' Accounting

THE FCC modified a 20-year policy last week in announcing changes in application, license renewal, and assignment and transfer forms.

New forms, which become effective 30 days after publication in the *Federal Register*, define a commercial program to permit use of 15-minute segments. Thus, explained the FCC, if an hour film is scheduled and one spot is sold, only the 15-minute segment in which the spot announcement occurs must be called commercial. The other 45 minutes may be specified sustaining.

For years, broadcasters have hammered at the FCC in an attempt to force it to revise its thinking along the line of realities rather than *dictum*. One of the attacks on the Commission's 1946 *Public Service Responsibility of Broadcast Licensees* report (more commonly known as the Blue Book) was the unfairness of its accounting of the amount of "commercialism" on radio stations.

Other changes made in the forms (Nos. 301, 303, 314 and 315) refer to: (1) color television, (2) films from network (instead of network recorded), (3) station location instead of studio location, (4) interpretation from secretary of state, where articles of incorporation do not specify broadcasting. Other revisions are mainly editorial, in order to bring the forms into line with recent rules adoptions.

Talkathon in Knoxville

REP. PAT SUTTON (D-Tenn.), seeking the Senatorial nomination in the August Democratic primary, staged a 26½-hour Talkathon over Knoxville radio-tv stations during June. Starting at 8 p.m. and running until 10:30 p.m. the next day, Rep. Sutton stated his position on over 4,000 questions telephoned in to him. The Talkathon, which cost in excess of $7,000, was produced by WROL-WATE (TV) Knoxville and Robert Venn.

FTC Examiner Underscores Bait Advertising Profits

A WASHINGTON, D. C., vacuum cleaner retail concern has grossed $290,000 to $364,000 annually during the past three years, largely through bait advertising practices, a Federal Trade Commission hearing examiner said last fortnight issuing an initial decision which would prohibit such practices.

The initial decision was issued against Clean-Rite Vacuum Stores Inc. by FTC Hearing Examiner Earl J. Kolb. The challenged advertising offers were made in published, broadcast and telecast advertisements, he said.

Examiner Kolb said the firm's advertised offers of reconditioned Electrolux vacuum cleaners at $8.75 and $10.95 were not *bona fide*, but were made to secure prospective customers, who in many cases were induced to buy more expensive vacuum cleaners. Corporate officers cited in the initial decision are Samuel and Etta Berenson.

First Section of VOA Moved to Washington

VOICE OF AMERICA's Engineering Dept. has moved to Washington, D. C., as the first step in bringing the entire broadcast operation to the Nation's Capital. The department is housed in the Dept. of Health, Welfare & Education Bldg. About 80 persons were involved in this move. When the whole operation is housed in Washington, some 200 persons will be affected.

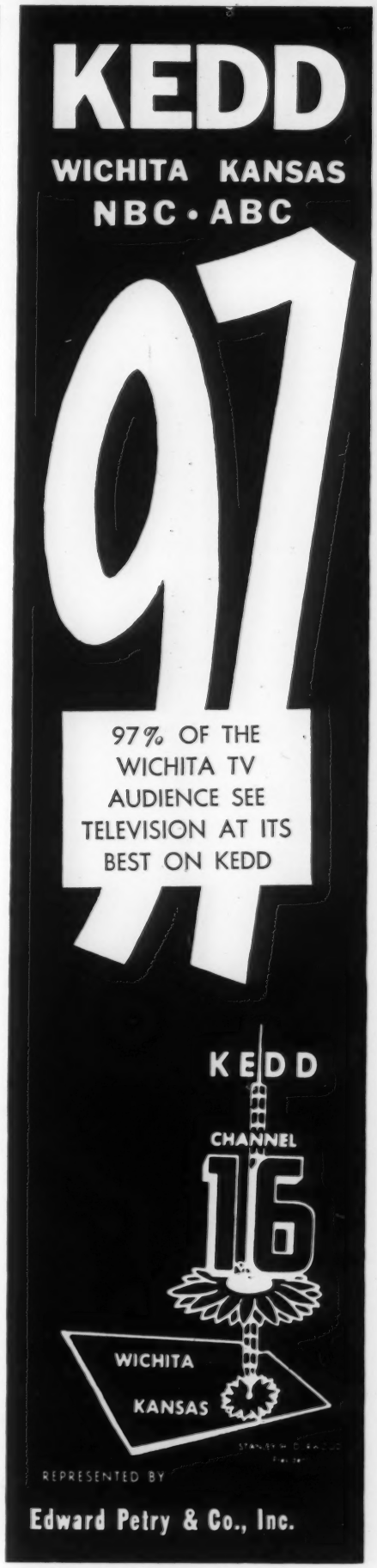
Top personnel in engineering include: Ed Mailin, chief engineer; Julius Ross, chief of the engineering division; George Jacobs, acting chief, central frequency staff; Charles Pease, chief technical inspector of the division, and Harold Wright, chief of facilities.

Further Voice moves will take place from September to November.

Secrest FTC Nomination Passes Committee Hurdle

THE NOMINATION of Rep. Robert T. Secrest (D-Ohio) for membership on the Federal Trade Commission was approved Thursday by the Senate Commerce Committee. Sen. Thomas A. Burke (D-Ohio) spoke to the committee on Rep. Secrest's behalf. Sen John W. Bricker (R-Ohio), chairman of the Senate group, also indicated his approval of Rep. Secrest for the post.

The Ohio Congressman, if approved for FTC membership by the Senate, would replace FTC Comr. Albert A. Carretta, Democrat, whose term on the FTC expires Sept. 20.



Toledo Ch. 79 Asked; Other Changes Sought

BECAUSE of the desire of Woodward Broadcasting Co. to establish a uhf station in Toledo, Ohio, FCC has announced proposed rule-making to add ch. 79 there. Comments are due July 19.

Owned by Detroit department and drug store operator Max Osnos, Woodward purchased the ch. 62 WCIO-TV Detroit for $100 from UAW-CIO Broadcasting Corp. of Michigan, subject to FCC consent [B•T, June 21]. Woodward proposes to drop its application for ch. 50 at Detroit, in competition with WJLB there.

Woodward petitioned FCC to add ch. 79 at Toledo and to switch the educational reservation from ch. 30 to 79, indicating it would file for a new commercial station on ch. 30. The firm noted Toledo has been assigned only two vhf channels, 11 and 13, and one uhf assignment, ch. 30. WSPD-TV is operating on ch. 13 while ch. 11 is sought by seven applicants with hearing scheduled July 23 [B•T, June 28].

Meanwhile, FCC also announced proposed rule-making to substitute ch. 70 for ch. 15 at Port Chicago, Calif., and ch. 35 for ch. 28 at Salinas-Monterey, Calif. Change was asked by ch. 14 KTRB-TV Modesto to eliminate interference potential.

KFBC-TV Files for New Tv; To Rebroadcast Own Programs

APPLICATION for a new tv station on ch. 10 at Scottsbluff, Neb., by ch. 5 KFBC-TV Cheyenne, Wyo., was filed with the FCC last week.

Frontier Broadcasting Co., licensee of KFBC-TV, plans to utilize "in large part" the programs broadcast by KFBC-TV as "the only feasible manner in which it can establish a television station at Scottsbluff." Programs will be rebroadcast in the Scottsbluff area by means of off-the-air pickup of the KFBC-TV signal. A combined transmitter and studio location, "essential to the establishment of local tv in this relatively sparsely settled area," would be located approximately 10 miles south of Scottsbluff, the application disclosed.

A 16mm sound motion picture camera, a tv film camera and a slide projector will be used for the broadcast of special events in the local Scottsbluff area. This will be augmented by personal appearances on KFBC-TV to be broadcast over both stations, the application noted. Plans call for the addition of live studio cameras within 3 years.

Amateur Rules Highlighted

FCC last week called attention to new radio amateur rules which became effective June 10 enabling amateur groups to give novice and technician examinations. The Commission expressed the hope that amateur radio groups throughout the country would establish examination committees to assist amateurs within their areas in examinations for the licenses. FCC field engineering offices will offer assistance to groups desiring to establish examining committees, it was pointed out.

FCC Transcript Contract

FCC announced last week the contract for stenographic reports of its hearing during the fiscal year 1955 (which began July 1) has been awarded to Howard B. Smith, 724 Ninth St., N. W., Washington, D. C. Prices for transcripts were announced as follows: Ordinary copy per page for hearings in Washington, 25 cents (hearings outside Washington, 35 cents); daily copy per page for hearings in Washington, 45 cents (outside Washington, 65 cents); immediate copy per page for hearings in Washington, 95 cents (outside Washington, 95 cents). Last fiscal year, service was handled by Electroporter Inc., Washington, D. C.

Written Testimony to Lead CBS-Zenith Ch. 2 Hearing

CHICAGO ch. 2 tv hearing between CBS (WBBM-TV) and Zenith Radio Corp. will begin with written, rather than oral, direct testimony, it was decided last fortnight.

Such testimony—on which of the two contestants is better qualified to operate the ch. 2 frequency—is due to be presented to FCC Hearing Examiner Herbert Scharfman by Sept. 15. By Sept. 30, both parties must tell the examiner which witnesses it desires to cross-examine. Oral testimony is scheduled for Oct. 4.

CBS bought the facilities of the then WBKB (TV) from ABC early in 1953, following FCC approval of the amalgamation of ABC and United Paramount Theatres Inc. It paid $6 million for the then ch. 4 facility, which was moved to ch. 2 following the issuance of the Sixth Report and Order. Zenith had an application pending for ch. 2 in Chicago, but the Commission dismissed this on the grounds that Zenith had failed to participate in the allocation proceeding and the WBKB renewal case. Zenith appealed to the U. S. Court of Appeals in Washington, which ordered that Zenith should have a comparative hearing with CBS.

FCC Intercession Asked On MBS Equal Time Request

LEAGUE for Industrial Democracy called on the FCC yesterday (Sunday) to request Mutual Broadcasting System to allot to the League or some similar group a weekly period in which its representatives may be able to present a viewpoint different from that of MBS commentator John T. Flynn. Mr. Flynn has a weekly MBS show on Sunday, 12:45-1 p.m. EDT.

In a letter to FCC Chairman Rosel H. Hyde, Dr. Harry W. Laidler, executive director of LID, said he previously had written to Mutual, asking for a period to present a view different from Mr. Flynn's. He added he had received a reply from Milton Burgh, Mutual director of news, saying that the network had considered the League's proposed series but could not undertake it because of "our crowded news and general program schedule."

FCBA's Spring Outing

THE Federal Communications Bar Assn. held its first spring outing last week at Prince Georges Golf and Country Club, Maryland, outside Washington, D. C. About 50 FCBA members spent the day golfing and swimming, and attended dinner at the club in the evening. Golf prizes went to Philip M. Baker and Lyon L. Tyler Jr., low gross (88); R. Russell Eagan and John M. Murray, low net (72½); Nad A. Peterson, runner-up, low net (73); John Rafter, longest drive; Vincent A. Pepper, high gross (129); Temple W. Seay and Frank Roberson, putting contest; Jerome H. Heckman and Arthur H. Schroeder, runners-up, putting contest; Howard J. Schellenberg Jr., hole-in-one contest (49 inches from pin). Mr. Schellenberg was chairman of the outing committee.

Editors' Opinions Solicited On Television-Delinquency Tie

OPINIONS of "crime and violence" programs available to young listeners have been solicited from more than 150 radio and tv editors across the country by Sen. Robert C. Hendrickson (R-N. J.), chairman, Senate Judiciary subcommittee probing juvenile delinquency. The subcommittee already has held an exploratory hearing on radio-tv's relation to juvenile delinquency [B•T, June 14].

Sen. Hendrickson noted he has received thousands of letters suggesting a "relationship between certain material presented through mass media and juvenile delinquency." He said public hearings would be held on the matter soon. "We believe that the public has a right to the most reliable information available on the subject, whether it supports or disproves the contention that crime and violence on tv contribute in some degree to juvenile delinquency."

DuMont Files Protest To Exclusivity Plan

OBJECTION to FCC's proposal to further restrict the territorial exclusivity provision of its network rules has been filed with the Commission by Allen B. DuMont Labs. It was the only new filing received by FCC after extending the deadline when only a handful of parties offered comment at the original deadline [B•T, May 10].

FCC proposes to amend Sec. 3.658(b) of its rules so as to reduce from "area" to "community" the territory in which a network affiliate may exclude network programs from being aired on competitive stations. Purpose of the Commission proposal is to prevent affiliates in a principal community from keeping network shows off stations in secondary communities even though the first outlet does not air the show.

DuMont told the Commission the revision "would impose an artificial obstacle on the power of the weaker stations to bargain for a position which would strengthen their competitive potential and would increase wasteful duplication of program service to the same areas."

Adler to Operate 'Booster'

PERMIT for a new experimental tv "booster" station to operate in conjunction with ch. 53 WATR-TV Waterbury, Conn., was granted by FCC last week to Adler Communications Labs [B•T, June 21]. Purpose of the experimental outlet is to obtain engineering data on booster service for uhf reception in "shadow" areas. The booster will operate on weekdays only between 9 a.m. and 5 p.m. on a channel assigned by the Broadcast Bureau with an effective radiated power of 40 w.

Part 3 Amendment Proposed

NOTICE of proposed rule making to amend Part 3 of FCC's rules with respect to requirements for type approval of frequency monitors for visual and aural transmitters and for modulation monitors for the aural transmitters of tv broadcast stations, has been announced by FCC. The frequency tolerance rule would make the tolerances for the aural transmitter the same for monochrome as for color instead of the two tolerances now provided. Comments are due Aug. 16.

WSAY DENIED IN APPEALS COURT

REQUEST that the profits of WHEC-TV and WVET-TV Rochester, N. Y., ch. 10 share-time stations, be impounded pending adjudication of the WSAY Rochester appeal before the U. S. Court of Appeals in Washington [B•T, June 21] has been denied by the court.

Court issued a *per curiam* decision which gave no reason for the denial.

Still pending, of course, is WSAY's appeal from the FCC's share-time grant to the two Rochester stations and the denial of WSAY's application, filed six days after the Commission made the Rochester grant. Gordon Brown, owner of WSAY, also claimed that the Commission erred in dismissing his protest against the grant. The case is due to be heard in the court's fall term.

Takes Germany USIA Post

APPOINTMENT of Joseph B. Phillips, deputy assistant secretary of state for public affairs, as public affairs director for the U. S. High Commission in Germany, was announced last week by Theodore C. Streibert, U. S. Information Agency director. Besides overseeing programs of the 22 U. S. information centers in Germany, Mr. Phillips will be responsible for the work of RIAS, the West Berlin radio station operated by the Voice of America. He succeeds Alfred V. Boerner, who will attend the National War College.

Calif. Revises Work Order

INSTEAD of depending upon their agents to find work for them, unemployed actors must now augment those efforts by personally trying to get jobs, according to a revised order from the California State Unemployment Dept.

Failure of an actor to make some effort on his own behalf to find work may result in denial of his unemployment work benefits. This advice is now being given to players applying for such relief and to all talent agencies.

Chronicle Seeks Marion Am

APPLICATION for a new standard 250 w daytime station on 860 kc at Marion, Ind., has been filed with the FCC by Chronicle Pub. Co., licensee of WMRI (FM) there. Chronicle Publishing, headed by Gardner J. Thomas, is publisher of the *Marion Chronicle, Leader Tribune* and Sunday *Chronicle-Tribune,* all in Marion. David B. Lindsay Jr. and Richard E. Lindsay are Chronicle Publishing vice president and secretary, respectively. The Lindsay family has controlling interests in Lindsay Newspapers Inc., and the *Sarasota* (Fla.) *Herald-Tribune* and *Journal.*

Rybutol Case Closed As VCA Agrees to Modify

VCA LABS (also trading as Vitamin Corp. of America), Newark, N. J., has agreed to modify its published and broadcast claims for the vitamin preparation Rybutol in a stipulation-agreement accepted last fortnight by the Federal Trade Commission. FTC closed the case with a statement that its acceptance of the stipulation makes further proceedings unnecessary.

FTC said ownership and management of the company changed shortly before the complaint was issued and that the new owners had established new advertising policies. FTC had charged misrepresentation of Rybutol in advertisements that the product possessed value in treatment of certain conditions accompanying the advance of age into middle and later life.

KNUZ-TV Houston Suspends

KNUZ-TV, Houston's only operating uhf station, suspended operations on June 25, FCC records disclosed last week. The ch. 39 facility began operating Oct. 22, 1953, and is the 13th operating tv station to suspend programming while retaining its permit.

Difficulty in obtaining a substantial amount of network programming was cited by Max H. Jacobs, president, as the chief reason for the shut-down.

KNUZ-TV plans to retain its permit and begin operations again in the event the FCC reallocates tv channels in the Houston market to make them all uhf or vhf, it was reported.

national advertising representatives

BRANHAM

NEW YORK CHICAGO DETROIT DALLAS ATLANTA CHARLOTTE

ST. LOUIS MEMPHIS SAN FRANCISCO LOS ANGELES

Bond Denies FTC Charges Of Misleading Advertising

DENIAL of the Federal Trade Commission's complaint of alleged deceptive practices, including "bait" advertising on radio, television and in newspapers, was made last week by Bond Vacuum Stores Inc., Washington, D. C., in answer to an FTC complaint released June 8.

FTC had charged the Washington firm with advertising representations which were not *bona fide* in offering reconditioned Electrolux vacuum cleaners for $10.95 and reconditioned Singer sewing machines for $21.50. Bond also denied FTC's charges that the company offered "big trade-in allowances" and five-year guarantees on sewing machines and used fictitious pricing. Bond's answer also denied that Julius Langsner, cited in the FTC complaint as secretary of the corporation, was in any way associated with the company.

The company admitted charging purchasers a $2.50 sales contract "recording fee" for which no recording was made, but maintained it was within its rights because it assumed the "risks" involved.

Tavern Tv Not Taxable

RESTAURANTS, bars and other such establishments do not have to pay the Federal cabaret tax of 20% when the only entertainment furnished is via a tv set, the Bureau of Internal Revenue has announced. The publication of the rule made public a policy that has been in effect since 1948-49. Under Sec. 1700 (e) of the Revenue Code, any dining or drinking establishment furnishing entertainment is liable to the 20% cabaret tax.

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Radio, Tv Aren't Excluded

A LONG-STANDING Virginia law regulating spending in political campaigns has been construed by Virginia Attorney General J. Lindsay Almond Jr. as permitting candidates to buy radio and tv time in general elections.

Sec. 24-440 of the Virginia Code fails to mention radio and tv. The law was passed in 1919. Another section dealing with primaries, however, specifically authorizes spending of money for radio and tv time. The attorney general held "there was and is no intention on the part of the Legislature to prohibit (radio and tv) expenditures for such purposes." The question was raised by Levin Nock Davis, secretary of the State Board of Elections, on behalf of a former Norfolk candidate.

Protests to Ch. 12 Grant Not Specific, WJR Asserts

WJR Detroit charged last fortnight that protests to FCC of the final decision granting WJR a permit for a new tv station on ch. 12 at Flint, Mich., failed to be specific and raised issues already considered by the Commission in its findings [B•T, June 21, May 17].

In the ch. 12 case, FCC overruled a hearing examiner's initial decision which favored the application of WFDF Flint. The Commission, however, found WJR more qualified than either WFDF or the third contestant, W. S. Butterfield Theatres Inc. Both WFDF and Butterfield petitioned for reconsideration and a protest also was filed by a newly-formed Flint citizens committee.

WJR argued that the citizens committee could not be considered a party in interest within the meaning of the Commission's rules and held that its complaint was not timely filed.

WJR also held that there is no merit to Butterfield's request for reopening of the record to show subsequent acquisition of minority holdings in ch. 15 WINT (TV) Waterloo, Ind., by certain of the WJR principals since the Flint decision found no difference between the two applicants on the issue of media diversification. Additionally, parties to the WJR bid no longer have any connection with WGAR-AM-FM Cleveland, WJR noted.

D'Franssia Changes Advertising

D'FRANSSIA LABS, Los Angeles, and the three partners in the concern have agreed to discontinue certain advertising claims made in Spanish-language broadcasts in the Los Angeles area, on behalf of five of the firm's medicinal preparations, under a stipulation approved by the Federal Trade Commission. Named by the FTC as partners in the firm are Julio David Liberman, Jose Liberman and Luis Jorge Betz. The products: EstomaYerbin, Bromogenol, Kinamole, Trisal and Kortamina.

FTC Hits Perfumer's Ads

THE Federal Trade Commission has ordered Helen Wilson, trading as Mail Today Co., Detroit, to stop alleged misrepresentation in radio continuities and advertising circulars of perfumes and a hair preparation offered for sale by the company. The order affirmed an initial decision entered by default May 5 by FTC Hearing Examiner James A. Purcell prohibiting the claims after the respondent failed to answer the complaint made last October and failed to appear at a scheduled hearing.

► ROBERT KELLER, president of Robert S. Keller Inc., New York sales promotion-representative firm, celebrated 30 years in radio June 24.

► The Joseph Jacobs Organization, New York Jewish advertising, merchandising and public relations firm, celebrated its 35th anniversary June 15.

► WCCO-TV Minneapolis-St. Paul observed its fifth birthday July 1.

► WSBT South Bend, Ind., claims to have one of the oldest, unbroken series of broadcasts. On June 7, 1929, the station began airing *The Polish Hour*, a music program which completed its 2,029th broadcast June 13.

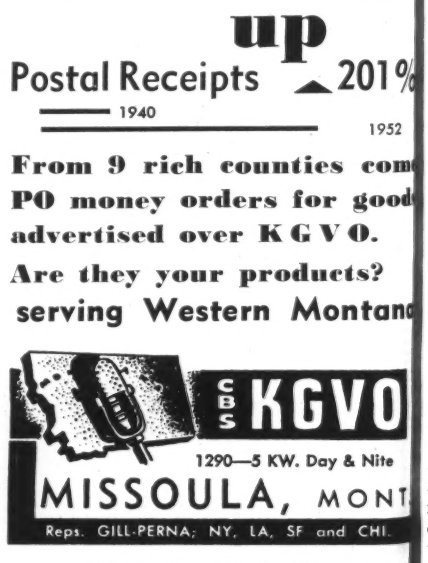
► WHAM-TV Rochester, N. Y., celebrated its fifth anniversary June 11.

► WOPI Bristol, Va., celebrated 25 years of broadcasting June 15.

► WFBR Baltimore's *Radio Mass* program has presented its 400th broadcast. The Rev. Joseph Dougherty, S. J., founder and director of the program, was honored at a dinner and received a plaque from WFBR's engineering staff.

► WPIX (TV) New York, in celebrating its sixth birthday last month, noted expansion from two to four studios, from 9.25 kw to 100 kw with more than 16 million persons in four states in its audience; points with pride to its civic, news and sports programming and recalls its "first" of February 1951 when WPIX originated the Kefauver crime hearings.

► TAPE RECORDINGS of six famous guest stars on CBS' *Edgar Bergen-Charlie McCarthy Show* marked completion of the program's 16th year on the air June 20. The tapes recalled appearances of W. C. Fields, John Barrymore, Rudy Vallee, Don Ameche, James Stewart and Marilyn Monroe on the program, with Nelson Eddy present in person as co-narrator and singer.



LOW POWER TV BEGINS AT AF BASE

Limestone, Me., and White Sands Proving Grounds provide limited television service. One radio station voices concern about 'encroaching' on private industry.

FIRST television station to be operated by the Armed Forces was scheduled to be dedicated officially yesterday (Sunday) at Limestone (Me.) Air Force Base amid critical reports from management of WAGM Presque Isle, Me., that the tv station represents "government encroachment on private broadcasting."

The 5 w tv station, said to be the smallest in the world, was previewed for newsmen last Wednesday. Air Force officials said the station, which operates on ch. 8, has a maximum coverage of only three miles and was designed to provide ten hours of major network programming daily for more than 15,000 airmen, their dependents and civilian employes at the base. On the air for approximately six months on an experimental basis, the station telecasts kinescope recordings of network shows and also three daily "live" newcasts and twice-daily "weatherman" programs.

A second low-power tv station, on uhf ch. 44, was to start operating July 1 at White Sands Proving Grounds, N. M., retransmitting signals of KROD-TV El Paso, FCC was informed by the Dept. of the Army. The station has 8 w power and is designed to serve the 3,000 military and civilian personnel at the remote base. FCC approved the station on condition programs consist only of rebroadcasts from tv stations authorized by the Commission and with the provision that operations cease if interference is caused any non-government station or if a satisfactory signal is put into the area by a tv broadcast outlet.

NARTB Acts

NARTB showed concern over legislation (S 3401) authorizing the furnishing of informational, radio and tv entertainment, and "similar education for personnel in the Armed Forces, and for other purposes." NARTB President Harold E. Fellows wrote Chairman Leroy Johnson (R-Calif.) of the House Armed Services Subcommittee No. 3 that the bill, as now written, might "unintentionally establish authority for the operation of government-owned broadcasting facilities in competition with those operated by private citizens."

Mr. Fellows wrote that is has been "the wise and historic policy of Congress" to refuse grants of government-owned stations competing with private citizens. "Safeguards" were suggested to provide definition of "isolated" posts, size of area covered and possible tv competition with commercial radio stations.

RCA designed special equipment for the small station at Limestone and built it at cost. A grant of $34,000 from the Strategic Air Command Welfare Fund paid for the equipment and its installation. Studios and transmitter facilities are housed in an enclosure measuring 10x13 feet. Technical director of the station, called AFTV Limestone, is 2d Lt. Charles Hughes, formerly with WTOP-TV Washington.

In preview ceremonies, Francis H. Engel, assistant to the vice president and general manager, engineering products division of RCA, told newsmen that "the lessons learned by our engineers in simplifying and miniaturizing television equipment to be used by our Armed

Advertisement

From where I sit *by* Joe Marsh

Wise Stepmother

Have you heard about young Skeeter Roberts' unusual pet, the tame owl "Blinky"? He's had her around the farm about three years.

I say "her" because up to a couple of weeks ago nobody was quite sure. But now "Blinky's" a full-fledged mother—of two chicks!

Seems "Blinky" had been acting kind of strange—so on a hunch, Skeeter put a couple of hen's eggs in her nest. Darn if "Blinky" didn't set on them for 5 days! Last Friday they hatched, and now "Blinky's" as proud as a mother hen! (So's Skeeter.)

From where I sit, there's a lesson for all of us. Guess you'd call it "tolerance." Birds and animals often seem to do better in that respect than humans. If I like a glass of temperate beer with supper and you'd rather have cider—it should be okay with both of us. Neither of us should give a "hoot" what the other fellow likes, says, or does, as long as he follows the law of the land. Right?

Joe Marsh

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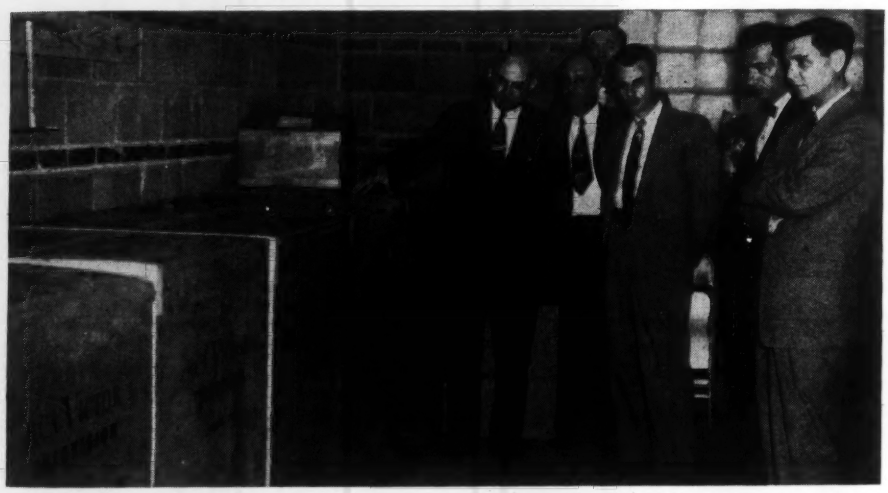

WTVR (TV) Richmond executives inspect part of the first shipment of 25 RCA color tv receivers to that city. L to r: Wilbur M. Havens, president-general manager; William Filer, local tv sales manager; Reginald Reith, chief accountant; Walter A. Bowry Jr., assistant general manager; Bob Kahle, merchandising and promotion director, and Frank Wilson, assistant program director for radio (affiliated WMBG). WTVR expects to be relaying color by late summer.

Forces enabled us to design and construct this miniature station." Mr. Engel noted that less than three months after Gen. Curtis E. Lemay, commander, SAC, sought assistance from Brig. Gen. David Sarnoff, chairman of board of RCA, in building a station to entertain personnel at isolated bases, AFTV Limestone went into operation.

Col. Bertram C. Harrison, commander, 42d Bombardment Wing at Limestone, hailed the "Tom Thumb" tv setup as "a truly significant experiment" and expressed the hope it will be used as "a pattern to bring television to U. S. military personnel stationed at isolated bases around the world." He stressed that the Air Force plans to operate tv stations only in areas where tv programming is not available from commercial outlets and added that Limestone will surrender ch. 8 if commercial operators in the area take steps to start a tv outlet there.

In an interview with B•T, a spokesman for WAGM, which is located about 11 miles from Limestone, said the station's opposition to AFTV was based on a conviction that government is "encroaching" on private industry. He denied reports that criticism stemmed from adverse effects on WAGM advertising, pointing out that the station's volume has not suffered since the advent of tv operations last Christmas.

He disputed the Air Force's statement that the station's coverage area is three miles and said it was "more like 15 air miles." He said that as "a rough estimate," there were about 1,000 tv sets owned by civilians in the station's area that can receive AFTV's signal.

Spokesmen for WAGM would not confirm reports that his company plans to enter commercial tv, though he acknowledged that the economy of the area is not conducive to supporting a tv operation at the present time.

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WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

Rep. Capper Publications, Inc.

KTLA (TV) Gears for Color

COLOR tv transmission experiments currently are underway at KTLA (TV) Hollywood's new Sunset Blvd. studios, with televised tests expected within three months, Klaus Landsberg, vice president and general manager of the independent Paramount Tv Productions station, disclosed last week. Mr. Landsberg said that the station has $350,000 of color equipment on order, with some pieces already delivered.

WOAI-TV Color Circuits

WOAI-TV San Antonio last week was scheduled to begin regular telecasting of NBC-TV color programs, with completion of circuits to San Antonio by Southwestern Bell Telephone Co., according to Hugh A. L. Halff, station president. He said WOAI-TV has been telecasting network color programs experimentally since March 31.

WCBM Elects Roeder; Promotes Pirie

GEORGE H. ROEDER, general manager, WCBM Baltimore, Md., has been elected executive vice president and general manager, John Elmer, president of the MBS affiliate, announced last week.

Mr. Elmer also announced the appointment of William S. Pirie Jr., formerly with WFBR Baltimore, as director of sales. WCBM operates on 680 kc with 10 kw day, 5 kw night.

WHAM-TV Shifts Channel; Power Boosted to 100 Kw

WHAM-TV Rochester on July 18 will shift from ch. 6 to 5 and at the same time increase its power to 100 kw, the station announced last week. A new six-bay antenna is being placed atop the 497-foot Pinnacle Hill installation which WHAM-TV shares with ch. 10 share timers WVET-TV and WHEC-TV Rochester. The shift is in accordance with a U. S.-Canada agreement made to prevent interference between stations near the border, WHAM-TV said.

Patriotic Fourth

AT ONE MINUTE after midnight on the Fourth of July, in the shadow of the Liberty Bell, Independence Hall, WCAU Philadelphia was to broadcast the initial program of *The American Story*, BMI historical script series. Joseph Connolly, WCAU program vice president, obtained special permission to have the Hall opened for the broadcast, as the site so perfectly suits the program.

WABB Establishes 'One Rate'

ESTABLISHMENT of a "one rate" card, effective July 1, covering all 19½ broadcast hours of WABB Mobile, Ala., has been announced by Dewey Long, general manager. Added to WABB's frequency discount structure will be allowances for 104, 156 and 260 times, and two special weekend fixed time packages. The new card has been sent to the station's representatives, the Branham Co.

WRTA

Altoona, Pa.

Thirty years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by Robert Meeker Associates

Tv-Taught Tot

TELEVISION in the home can educate as well as entertain. As proof:

Mr. and Mrs. John Horowitz of Oklahoma City were startled when their two-year-old son, Danny, learned to read by watching tv commercials.

Danny caught the attention of Prissy Thomas, public service director of WKY-TV there, and made two appearances on her show, *Guest Room*. On the last show Danny really showed what he could do. He ran through a set of cards prepared for him by the station that included simple geometric figures, six-digit numbers, percentages and dollar-and-cents totals. He identified the figures and read the rest so rapidly that Miss Thomas had to ask Danny to repeat so the viewers could understand him. Danny also sang "Heart of My Heart" without accompaniment, and on leaving the studio he noticed a picture of a doughnut package on a monitor—and immediately identified the brand.

WHDH Business Reported Up 17% Over Last Year

BILLINGS at WHDH Boston for the year ended June 30, 1954, will be 17% over the preceding 12-month period, William B. McGrath, managing director of the station, has reported.

During the first half of 1954, Mr. McGrath continued, national spot business increased 10% over the corresponding period while local billings were up 23%. Mr. McGrath attributed the upswing in business activity largely to an expansion in the sales force a year ago.

Noting that 56% of total WHDH business is local, Mr. McGrath expressed the belief that the station's policy of exclusive local programming is a factor contributing to increased billings. The station's basic format is built around music, news and sports.

KDYL-TV Now KTVT (TV)

CALL LETTERS of KDYL-TV Salt Lake City were changed last Thursday to KTVT (TV), an announcement by Intermountain Broadcasting & Television Corp. said last week.

Intermountain, a subsidiary of Time Inc., said KDYL, radio affiliate, will remain the same, with the change being made in the tv station's call letters to "lend greater emphasis and personality to each station similar to the pattern of *Time, Life* and *Fortune*," Time Inc. magazine publications. No other changes are being made, Intermountain said.

New WAAM (TV) Transmitter Slated for Mid-July Testing

WAAM (TV) Baltimore will begin airing test patterns by mid-July from its new RCA TT50-AH tv transmitter, with which the station expects to begin programming this fall or winter with maximum power of 316 kw, Ken Carter, general manager, said last week.

WAAM's half-million-dollar project, on which construction began last November, includes the new transmitter, a new wing on the WAAM facility on Television Hill, a redesigned semi-automatic master control room and the latest film and slide projection facilities for monochrome and color, Mr. Carter said. Ben Wolfe, engineering director of the ch. 13 station, with Glenn Lahman, chief engineer, and the engineering staff, are working on the transmitter installation.

Mr. Carter said WAAM's present signal, which he said now extends about 40 miles out, will be extended to 55 miles when the new transmitter begins operation.

WKRC-TV Names Schlinkert To Head Sales Operations

ROBERT SCHLINKERT, sales manager of WKRC-TV Cincinnati, has been named general sales manager and under the new alignment will supervise both national and local tv sales, Radio Cincinnati Inc. announced last week.

MR. SCHLINKERT

Mr. Schlinkert served as sales manager three years at WWJ-TV Detroit before joining WKRC-TV in 1951 and before that was district public relations representative for American Airlines in Detroit.

Kenneth Church continues as vice president and national sales manager for Radio Cincinnati and WTVN (TV)-WHKC Columbus. Don Chapin recently was named national sales director for the Tri-State Network, serving the Columbus and Cincinnati stations as well as WHIO-TV Dayton.

WDTV Fills the Breach

WHEN WENS (TV) Pittsburgh discontinued live programming, WDTV (TV) that city agreed to carry out a commitment WENS has made before the baseball season to pick up eight games at Forbes Field, Pittsburgh, for a St. Louis tv station. WDTV General Manager Harold C. Lund, hearing of the WENS problem, assigned a WDTV crew to pick up the games, three the last week in June (one was rained out), three in August and two in September.

Orlando Gets First Tv, Indianapolis Gets Second

THE FIRST tv station for Orlando, Fla., and the second for Indianapolis began commercial operations last Thursday.

WISH-TV Indianapolis (ch. 8), operating with full 316 kw power, held a dedicatory program that featured appearances by C. Bruce McConnell, president; Robert B. McConnell, vice president and general manager, and Stokes Gresham Jr., vice president in change of engineering. The station is affiliated with all four networks and is RCA-equipped throughout, with a 50 kw transmitter. It will operate from a new three-story addition to the WISH radio studios and is equipped for color transmission. WISH-

TV is represented by the Bolling Co.

WDBO-TV Orlando (ch. 6), also affiliated with all four networks, will serve central Florida. It will operate with full 100 kw power. At the outset, seven local programs per week are scheduled. Blair Tv Inc. is its representative.

WBRZ (TV) Baton Rouge, La., expects to begin regular programming by Jan. 1. A new building, costing about $200,000, is being erected. It will house the transmitter, studios, control room and business offices. The station will use an RCA 10 kw transmitter, operating with a radiated power of 100 kw. The 12-bay antenna will reach 1,001 feet above sea level and 980 feet above average terrain. It is expected WBRZ's class B contour will fall within the city limits of New Orleans.

The following stations have reported they expect to begin regular operations by July 31:

WMSL-TV Decatur, Ala. (ch. 23); WTHI-TV Terre Haute, Ind. (ch. 10); KETC (TV) St. Louis, Mo. (ch. 9), educational; KDRO-TV Sedalia, Mo. (ch. 6); KXJB-TV Valley City. N. D. (ch. 4); WCET (TV) Cincinnati (ch. 48), educational.

(For details see TELESTATUS, page 95.)

Fountain Firm Buys WJBF for $125,000

SALE of WJBF Augusta, Ga., NBC outlet, for a stripped price of $125,000 by J. B. Fuqua to a new company headed by V. E. Fountain, North Carolina broadcaster and attorney, was announced Friday, subject to customary FCC approval. Mr. Fuqua will devote his full time to WJBF-TV, it was stated.

The transaction, handled through Blackburn-Hamilton, media brokers, covers all broadcasting equipment, goodwill and going concern, but not the real estate, accounts or other assets of the selling company.

The station went on the air in 1946 as WTNT and was acquired by Mr. Fuqua in 1949. The purchaser, Media Inc., in addition to Mr. Fountain, includes J. T. Snowden Jr., manager of WCPS Tarboro, who becomes vice president and treasurer and will move to Augusta. Other stockholders include Frank Meadows, Rocky Mount accountant, and Vinson Bridges and Marvin Horton, Tarboro attorneys.

Mr. Fountain is president of WCPS and part-owner of WOXF Oxford, N. C. Donald N. Kelly Jr., executive vice president of WJBF-AM-TV, will devote full time to tv, Mr. Fuqua said.

REPRESENTATIVES PEOPLE

Jerry McNally, CBS-TV network sales dept., to New York office, Blair-Tv, as account executive.

Jacques Sammes, formerly a presentation writer, ABC, to sales promotion dept., CBS Radio Spot Sales in same capacity, succeeding **Murray Gross,** named sales promotion manager for network's WCBS New York.

Mario Messina, formerly with Burke, Kuipers & Mahoney Inc., newspaper representatives, to Clyde Melville Co., Dallas, radio and tv station representatives.

STATION PEOPLE

James E. Blake Jr., sales staff, KSTP Minneapolis, appointed assistant national sales manager, KSTP Inc. (KSTP-AM-TV).

Don Whitman, program director, KGW Portland, Ore., resigns effective July 11.

James Brown, promotion director, KMYR Denver, named national sales manager, KBTV (TV) same city.

MR. BROWN

H. Richard Maguire, general manager, KFJI Klamath Falls, Ore., and president, KWIN Ashland, Ore., to KUAM Agana, Guam, as resident manager.

Francis Hays, account executive, WGST Atlanta, to WLWA (TV) same city, in same capacity. **Gordon Waltz** named production manager, WLW Cincinnati and **Bob Roberts** named production manager, WLWT (TV) same city.

Edwin L. Dennis and **Winton H. Johnston,** sales representatives, with former sharetimer, WHB-AM-TV Kansas City, to fulltime KMBC-TV there, as local tv sales manager and tv sales representative, respectively.

MR. DENNIS MR. JOHNSTON

M. C. (Jim) Gregory, sales manager, WRDW Augusta, Ga., appointed manager.

Michael Ruppe Jr., formerly with WILS-TV Lansing, Mich., named to handle tv continuity, WISH-TV Indianapolis, Ind.

Arnold Starr, formerly with North Jersey Broadcasting Co., appointed merchandising coordinator, WAAT Newark, N. J. **Charles M. Campbell,** former news editor, WLIB New York, to WAAT where he presented premiere broadcast of Monday-Friday series, *News From Around the World.*

Dick Weeks, program director, and **Gene Wagner,** chief announcer, KMO-AM-TV Tacoma, to KTAC Tacoma, Wash., as program director and special events director, respectively. **Burt McMurtrie** also joins KTAC staff.

Larraine Crabtree, formerly with KOOS Coos Bay, Ore., and **Don Haggerty,** formerly with KPOA Honolulu, to KGMB latter city, as radio copywriter and staff announcer, respectively.

Ted Price, floor manager, WPIX (TV) New York, promoted to director. **Gordon E. McNamee** succeeds as floor manager.

Tom Grant, announcer, WGLV (TV) Easton, Pa., named director of programming and production.

Ted Liss, writer and producer, WBBM-TV Chicago, to KWK-TV St. Louis, as production manager.

Walter Coblenz, producer, WLWD (TV) Dayton, Ohio, to WHAS-TV Louisville, in same capacity.

Ernie Greup, named program director, WTVD Durham, N. C.

Gary Segar, KOLT Scottsbluff, Neb., to KVWO Cheyenne, Wyo., as assistant news director.

Tom Conneen, engineering staff, WPOR Portland, Me., named chief engineer; **Kenneth Garland,** disc m.c., WKBR Manchester, N. H., to WPOR in same capacity.

Gordon E. McNamee, named floor manager, WPIX (TV) New York.

Donald J. Hudnall named to sales staff, WSVS Crewe, Va.

Bill Bertenshaw, assistant producer of *State of the National* and *Answers for Americans,* additionally joins WHBI Newark, N. J., as summer relief announcer.

Henry Bollinger, publicist, Loew's Inc., N. Y., to KTLA (TV) Hollywood, in similar capacity.

Bob McLaughlin, president, newly-formed Clubtime Productions Inc., Hollywood, adds duties as disc m.c. of six-weekly five-hour KULA Honolulu programs, plus similar KULA-TV *The Picture Album.* He will commute twice-monthly from Honolulu to Hollywood.

Torkel Westly named comptroller, Hawaiian Broadcasting System (KGMB-AM-TV Honolulu and KHBC Hilo).

Jeff Scott, WPWA Chester, Pa., to announcing staff, KYW Philadelphia. **Tom Lindsey** to engineering staff, same station.

Richard B. Barnhill, producer-director, WMAL-TV, Washington, D. C., appointed production manager, WUNC-TV Chapel Hill, N. C., U. of North Carolina Woman's College station.

Carolyn Corrington named secretary to General Manager Lester G. Spencer, WKBV Richmond, Ill.

Benton Paschall, vice president-general manager, WNOE New Orleans, elected treasurer, Muscular Dystrophy organization there.

William Dempsey, educational director, commercial KPIX (TV) San Francisco, named by U. S. National Commission for UNESCO to attend an international discussion and study group on television in London, July 5-24.

Harold Storm, director of promotion, KMBC-AM-TV and KFRM Kansas City, named "Editor of the Year" by Kansas City Industrial Editors Assn.

Stacey Cole, farm director, WKNE Keene, N. H., elected acting president, New Hampshire Farm Bureau Federation.

Lonne Greene, former freelance Toronto announcer and national news commentator, Canadian Broadcasting Corp., to star as "Peter" in Warner Brothers "The Silver Chalice."

Vincent Travers, 46, orchestra leader and formerly musical director, WCAU Philadelphia, died June 25.

Albert F. (Red) White, advertising salesman, KFXJ Grand Junction, Colo., died June 21.

TRANSFORMERS FOR BROADCASTERS
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Tel. Atwood 8536

NBC AFFILIATES TO APPRAISE FUTURE

Group meeting last week in New York plans to undertake study of the outlook for network radio and status of network-affiliate relationships.

AN APPRAISAL of the future of network radio and of network-affiliate relationships will be undertaken shortly by NBC Radio affiliates.

This decision to look into network radio's future, coming at a time when CBS Radio had won acceptance by its own affiliates of a 15-20% cut in its own evening rates, and when NBC Radio had proposed a comparable evening reduction, was reached by the affiliates at a meeting Monday in New York.

The study will be conducted by an as yet unchosen expert under the direction of an affiliates' subcommittee to be named within a month. Key affiliates reported that the stations would probably pay for any representatives retained in their behalf, though exact financial arrangements remain to be determined. The study is expected to take at least four months.

Swezey Draws Support

The affiliates also re-elected Robert D. Swezey, WDSU New Orleans, to head the NBC Affiliates' Executive Committee. Thus, they clearly gave their support to the committee organization, an issue which Mr. Swezey had asked them to put on the top of the meeting agenda [B•T, June 21].

The executive committee is slated to report within six months on a projected reorganization of a permanent organization of NBC affiliates.

The affiliates discussed at length—and apparently acceded to—the network's proposal to cut compensation of affiliates by 20% in nighttime hours to accommodate a nighttime rate reduction—to be achieved, as in the case of the CBS Radio move, by raising discounts rather than changing the rate card itself—for advertisers.

Executive Committee Chairman Swezey said "the meeting accomplished its purpose in developing, through detailed discussion and questions from the floor, a complete understanding of NBC's position and plans."

These were spelled out by a group of executives that included President Sylvester L. Weaver Jr.; William H. Fineshriber Jr., vice president in charge of the radio network, and Ted Cott, operating vice president.

Mr. Weaver voiced NBC's confidence in its ability to build network radio to greater stature and service through "new program excitement" along with a wider range of opportunities for advertisers. Progress in sales development, programming, and promotion was reported by Mr. Fineshriber and Mr. Cott.

The affiliates voiced their confidence in the subcommittee principle by voting to reconstitute the present subcommittee as a permanent executive committee. In addition to Chairman Swezey, the members are: Robert Hanna, WGY Schenectady, and E. R. Vadeboncoeur, WSYR Syracuse, vice chairmen; Harold Essex, WSJS Winston-Salem, secretary-treasurer, and Paul W. Morency, WTIC Hartford; George Norton, WAVE Louisville; Milton Greenebaum, WSAM Saginaw, Mich., and Richard H. Mason, WPTF Raleigh.

REACHING agreement that will give WTVD (TV) Durham, N. C. (ch. 11), a basic NBC affiliation when it begins regular programming next September are (l to r): Harry Bannister, NBC vice president in charge of station relations; Paul Rittenhouse, NBC southeast representative, and Harmon Duncan, president of WTVD.

Columbia Files Suit On 'Eternity' Tv Parody

TV PARODY versions of motion pictures was again the basis of court action when Columbia Pictures Corp. filed suit in Los Angeles Federal District Court, charging that the "From Here to Obscurity," comedy skit which appeared on NBC-TV's *Show of Shows*, Sept. 12, 1953, "maligned and libeled" Columbia's award-winning "From Here to Eternity" and constituted unfair competition and copyright infringement. Further, the studio charges that NBC took advantage of an extensive promotion campaign for the picture when the lampoon was aired.

Temporary injunction was asked of the court, forbidding reshowing of the Sept. 12 kinescope. An unspecified sum in damages was asked, plus an accounting of profits from parody showings.

Previously, Loews Inc. and playwright Patrick Hamilton filed suit against CBS-TV and comedian Jack Benny for a parody of the film "Gaslight." Decision in this case is currently under consideration by Federal Judge James M. Carter.

CBS-TV Briefs Admen On Color Television

COLOR TELEVISION is a new tool, not a new medium, E. Carlton Winckler, production manager of color programming for CBS-TV, told more than 200 advertising agency executives attending a Wednesday afternoon forum on color programming presented by the CBS-TV color staff in the network's New York Studio 21.

Richard Lewine, executive producer of CBS-TV color programs, conducted the forum, which Hubbell Robinson Jr., vice president in charge of network programs, CBS-TV, opened with a brief address, saying that the purpose of the forum was to share with the advertising agencies the knowledge the network has acquired in all phases of color programming.

Pre-planning is of the utmost importance in color programming, Mr. Winckler said, calling it the "key to a good color show." Because of the impact of color, scenery and set dressings should be kept simple and in subdued colors, so as not to overpower the story line. Similarly, a low-level light source, providing transparent shadows, is best for colorcasting, and simple make-up, even the same as for street use, is enough.

In a question-and-answer period that concluded the forum, Messrs. Lewine and Winckler were aided by Joyn Koushouris, engineer in charge of color operations; Sal Bonsignore, supervisor of lighting for color, and Mildred Trebor, coordinator of costume design for color.

ABC-TV June Gross Over $18½ Million

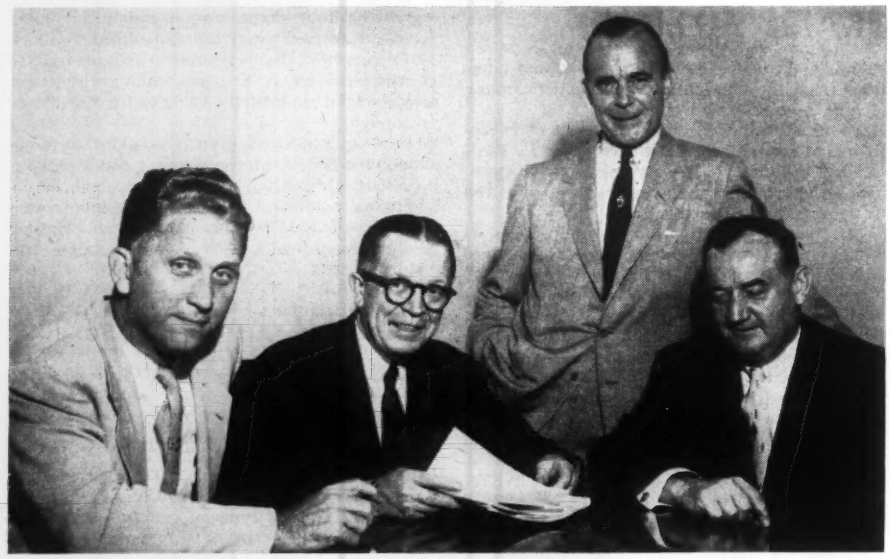
Record month is chalked up by the network last month.

RECORD total of $18,652,700 in gross time sales, representing $15,820,400 in new business and $2,832,300 in renewal orders, was placed with ABC-TV by 14 of the nation's leading advertisers during the past month, it was announced last week by Charles R. Abry, ABC-TV director of national sales.

New business placed with ABC-TV by 10 advertisers includes:

Van Camp Sea Food Co., through Brisacher, Wheeler & Staff, for alternate week sponsorship of *The Name's the Same* (Tues., 10:30-11 p.m., EDT), effective June 1; The Firestone Tire & Rubber Co. through Sweeney & James, for *The Voice of Firestone* simulcast (Mon., 8:30-9 p.m., EDT), effective June 14; The Minute Maid Corp., through Ted Bates & Co., for the last half-hour portion of *Super Circus* (Sun. 5-6 p.m., EDT),

Cover Central Missouri with
KFAL
Reach this central Missouri market with 186,323 radio families * and a consumer income of $698,285,000*, in a thirty county, four city, ½ mv area covered by KFAL.
* SRDS and Sales Management Survey
Write today for particulars!
K F A L
900 Kc 1,000 Watts
FULTON, MISSOURI



KWK-TV St. Louis and CBS-TV sign affiliation [AT DEADLINE, June 28]. L to r: C. Arthur Weis, vice president-treasurer, St. Louis *Globe-Democrat* and KWK Inc. director; Clark A. (Fritz) Snyder, CBS-TV stations relations director; V. E. Carmichael, vice president-sales director; Robert T. Convey, president-general manager, both KWK-TV.

effective June 27; The Florida Citrus Commission, through J. Walter Thompson Co., for *Twenty Questions* (Tues., 8:30-9 p.m., EDT), starting tomorrow (Tuesday); A. E. Staley Mfg. Co., through Ruthrauff & Ryan, for Tuesday and Thursday 9:30-9:45 a.m., EDT, segments of *Breakfast Club* (Mon.-Fri., 9-10 a.m., EDT), starting July 27.

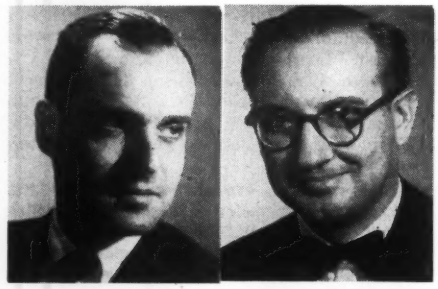
Lehn & Fink Products Corp., through Lennen & Newell, for joint sponsorship by Dorothy Gray Cosmetics and Lehn & Fink Division for the new *Ray Bolger Show* (Fri., 8:30-9 p.m., EDT), effective Sept. 17; American Motors Corp., through Geyer Adv., for weekly half-hour sponsorship of *Disneyland* (Wed., 7:30-8:30 p.m., EDT), effective Oct. 27; Derby Foods Inc., through McCann-Erickson Inc., for half-hour alternate week sponsorship of *Disneyland* starting Oct. 27; American Dairy Assn., through Campbell-Mithun, for half-hour alternate week sponsorship of *Disneyland*, effective Nov. 3; The Elgin National Watch Co., through Young & Rubicam, for *The Elgin Hour* (alt. Tues., 9:30-10:30 p.m., EDT), effective Oct. 5.

Renewal orders placed by four advertisers during the past 30 days include:

The Brown Shoe Co., through Leo Burnett, for *Smilin' Ed's Gang* (Sat., 10:30-11 a.m., EDT), effective Aug. 21; The Ralston Purina Co., through Gardner Adv., for alternate week sponsorship of *Space Patrol* (Sat., 11-11:30 p.m., EDT), effective Sept. 4; The Nestle Co. Inc., through Cecil & Presbrey, for altenate week sponsorship of *Space Patrol* (Sat., 11-11:30 a.m., EDT), effective Sept. 11, and Mars Inc., through Leo Burnett, for second half-hour portion of *Super Circus* (Sun., 5-6 p.m., EDT), effective Sept. 26.

PULSE
OF SYRACUSE
February, 1954
shows overwhelming leadership in this 5-station market for
WSYR
★
of 72 15-min. periods
6 a.m. to midnight
WSYR 1st in 54
WSYR 2nd in 18
72
WSYR ACUSE
570 KC
NBC Affiliate In Central New York

Shaffner, Eliasberg Promoted at ABC



MR. ELIASBERG MR. SHAFFNER

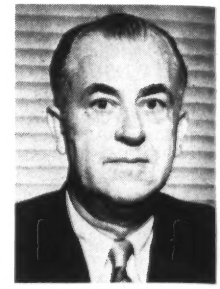
PROMOTION of Dean Shaffner from director of ABC network radio research to director of ABC Radio network sales development and market research counsel and the appointment of Jay Eliasberg to succeed him as director of radio network research were announced last week by Oliver Treyz, director of the ABC Radio Network.

Mr. Shaffner, formerly manager of radio and tv research for the Biow Co. for five years, and before that with C. E. Hooper Co. and Crosley Inc., joined ABC in 1949 as a sales presentations department writer. He has since been, successively, manager of television sales development, assistant director of research and sales development for radio and tv, and director of network radio research. His new promotion was effective July 1.

Mr. Eliasberg, who joined ABC on July 1, has been director of advertising research for Foote, Cone & Belding for the past two and a half years. Before that he was director of media research and statistical analysis for Kenyon & Eckhardt for two years.

OVERALL APPOINTED TO CBS RADIO POST

JOHN R. OVERALL, since 1950 eastern sales manager of MBS, has been appointed to the same position with the CBS Radio Network, effective tomorrow (Tuesday), John Karol, vice president in charge of network sales, CBS Radio, announced last week. Mr. Overall succeeds Dudley W. Faust, recently named sales manager of the CBS Radio Network.



MR. OVERALL

With MBS for 18 years, Mr. Overall was an account executive from 1936 to 1946, division sales manager in New York, 1946-50, and eastern sales manager since then. He was with NBC sales from 1931-1936.

Montgomery, Jackson Linked With AT&T Relay

SECOND section of a new telephone-television-radio relay route in the Southeast has been placed in service between Montgomery, Ala., and Jackson, Miss., AT&T reported last week. The first section, between Atlanta and Montgomery, was opened in March for tv service, with telephone channels put into operation in May. Equipment for transmitting color tv programs also is being installed.

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION
Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

NBC-TV Gets NBA Games

NBC-TV will telecast the games of the National Backetball Assn. each Saturday, starting Oct. 30, it was announced jointly last week by Thomas S. Gallery, NBC sports director, and Maurice Podoloff, president of NBA. Through Nov. 27, the games will be carried at the conclusion of NBC-TV telecast of Canadian professional football, and thereafter will begin at 3 p.m.

ABC-TV Adds Two Affiliates

WLWD (TV) Dayton and WMTW (TV) Mt. Washington, N. H., will become affiliates of ABC-TV network Sept. 1, Alfred R. Beckman, national director of ABC's station relations departments, announced last week. In Dayton, WLWD replaces WHIO-TV as the ABC-TV affiliate.

NETWORK PEOPLE

Jack Kuney, formerly program manager, WLIB New York, and production manager, WNEW New York, named producer, dept. of public affairs, CBS Radio.

Dave Green, purchasing dept., NBC Hollywood, transfers to continuity acceptance dept. as an editor. He succeeds **Bob Wood,** promoted to assistant manager of continuity acceptance.

Bob Banner, formerly with NBC-TV *Dave Garroway Show,* and CBS-TV *Omnibus,* to NBC-TV *Dinah Shore Show* as producer-director for 1954-55 season, succeeding **Alan Handley,** who will develop new properties for NBC.

Robert M. Fairbanks, promotion copywriter, KCBS San Francisco, transfers to Columbia Pacific Radio Network and KNX Hollywood as sales promotion assistant.

William H. Fineshriber Jr., vice president in charge, NBC Radio, appointed chairman of the radio and tv committee, American Jewish Tercentenary, which is organizing the celebration of the 300th anniversary of Jewish settlement in the U. S.

John Rich, NBC staff correspondent in Far East, named winner of sixth annual fellowship award of Council on Foreign Relations, which provides for study and research on foreign affairs from September 1954 to June 1955 at council headquarters in New York and nearby universities.

Alex Quiroga, senior light engineer, ABC-TV Hollywood, awarded 1954-55 WAAM-TV Baltimore fellowship for graduate study at Johns Hopkins U. there.

James F. Owens, for the past four years a member of the New York sales staff of the DuMont Tv Network and formerly with *Television Magazine* and *Radio & Tv Daily,* died June 20.

Betty Merritt Clevenger, 34, publicist, CBS-TV Hollywood, died June 24. Listed by police as a suicide, she had suffered a nervous breakdown three months ago. Surviving are her husband, **Raymond Clevenger,** stage manager, KHJ-TV Hollywood, and son, Raymond Jr.

Tiny Mike-Transmitter Demonstrated by NBC

A TINY wireless microphone-transmitter that can be worn by a performer, freeing him of the restrictions of conventional microphones and cables, was demonstrated Thursday in New York by NBC, whose engineers developed the new device. Joan Diener, of the Broadway musical "Kismet," who demonstrated the assembly, wore the microphone (about the size of a half-dollar) concealed in the bodice of her costume, the transmitter (somewhat larger than a pack of king-size cigarettes and utilizing eight transistors) on her hip and the antenna loop around her waist.

Whole assembly weighs less than eight ounces, is powered by a cell battery expected to provide five hours of continuous, reliable transmission, will cover an area of 5,000 square feet, develops about 50 milliwatts of power at about 530 kc, but radiates less than 100 micromicrowatts and, because of the low power and low frequency, does not require an FCC license.

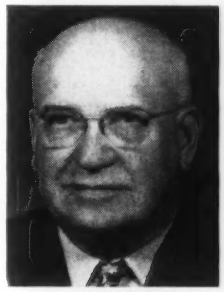
The wireless microphone, which is still in the experimental stage, was built by the NBC engineering department on a directive issued several months ago by O. B. Hanson, then NBC vice president and chief engineer, recently promoted to RCA vice president, Operations Engineering. J. L. Hathaway, assistant group manager, and Ray Lafferty, engineer, handled the project under the supervision of George M. Nixon, manager of the group. Robert E. Shelby, who succeeded Mr. Hanson as NBC vice president and chief engineer, presided at the showing and described the device.

Tv's Birthplace

SPECIAL BOOTH commemorating Passaic, N. J., as the "Birthplace of Television" was set up at the Broadmoor Hotel, Colorado Springs, Colo., for the 34th annual convention of the Junior Chamber of Commerce of the U. S. The booth featured a display of television receivers from Allen B. DuMont Labs Inc., which in 1937 set up its first manufacturing plant in Passaic. A DuMont spokesman said that the first commercial electronic tv receivers rolled off the assembly lines at the Passaic plant in 1938.

Turner Co. Chairman Dies

DAVID TURNER, 72, board chairman of Turner Co., Cedar Rapids, Iowa, electronics manufacturing concern, and board chairman of a Cedar Rapids mortuary firm, died June 9 of a heart ailment. Mr. Turner was a patron of the late Grant Wood, noted Cedar Rapids artist. Survivors include his wife, a daughter, a son, John B. Turner II, with whom he founded the Turner Co., and two sisters.



MR. TURNER

Do You Know This Woman?

She is Mary M. Foy, general manager of WSWN, Belle Glade, Florida. She says—

"WSWN, the Little Station with the Long Reach, particularly enjoys the use of SESAC's short tune section as it gives us the chance to do justice to our spot announcements on participating shows."

The SESAC Library is **lowest in cost** for a complete Program Service

SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue **New York 17, N. Y.**

Now! ***The first book written for promotion men and salesmen in the radio and television field . . .***

"An important contribution to the broadcasting media . . . I can recommend it highly."

—Says NILES TRAMMELL
NBC's former Chairman of the Board

SELLING AND PROMOTING RADIO AND TELEVISION

By Jacob A. Evans, Director of National Advertising and Promotion, National Broadcasting Company

GUARANTEED TO GET RESULTS FOR YOU IN ANY MARKET

26 full-page illustrations

362 idea-and-sample-packed pages

WHAT THIS BOOK GIVES YOU

Practical, immediately usable ideas and information on every facet of selling and promoting the two media.

How to get the most effective use out of the various research services, market and media information and success stories.

The psychology of selling and promoting to both local and national advertisers.

Up-to-the-minute modern techniques of selling and promoting in the whole field.

For your FREE personal examination copy—fill in and mail coupon now . . .

PRINTERS' INK BOOKS
205 E. 42nd St., New York 17, N. Y.

Send me SELLING AND PROMOTING RADIO AND TELEVISION

☐ Payment ($5.95) enclosed ☐ Bill company
☐ 10-day FREE examination copy ☐ Bill me

Name .....
Position .....
Company .....
St. & No. .....
City ..... Zone .... State .....
(NYC orders add 3% sales tax) B-T

Gross Named Emerson V. P.; Four Others Promoted

SERIES of five promotions, highlighted by the appointment of S. W. Gross as vice president and assistant to the president of Emerson Radio & Phonograph Corp., were announced last week by Benjamin Abrams, president. Mr. Gross, formerly vice president in charge of sales for Emerson, has been associated with the company for 24 years.

In other personnel changes, Michael Kory, administrative director of the sales department, was named director of sales; Arnold Henderson, assistant to the vice president in charge of sales, was promoted to director of sales administration; Leo Hahn, radio sales manager since last December, was appointed sales manager of television and radio, and Israel Levine, shipping manager for six years, was designated distribution manager.

Manson in New Post

STANLEY H. MANSON, manager of advertising and public relations for the radio-television division of Stromberg-Carlson Co., has been named to the newly-created post of public relations director for the company. He joined Stromberg-Carlson in 1927 and has served in virtually all areas of the company's operations.

MANUFACTURING SHORTS

Frank A. Emmet Co., L. A. electronics equipment representatives, appointed to represent General Electric Co. of England (telephone relays, stepping relays, special measuring instruments), in Southern California, Nevada, Arizona and New Mexico. The Emmet organization has also been named to represent George F. Wright Co., Worcester, Mass. (steel guy wire, other products), in California, Arizona and Nevada.

Videocraft Manufacturing Co. (deflection yokes, magnetic focalizers), and **Wen Products** (solder guns and sanders), names John B. Tubergen Co., L. A., as sales representative in southern California, Arizona and Hawaii.

Cinema Engineering Co., Burbank, Calif., has started manufacturing a new encapsulated resistor identified as Type 38042.

Pickering & Co., Oceanside, N. Y., announces its model 260 turnover pickup cartridge is now available with diamond stylus for long-playing recordings and sapphire stylus for standard 78 recordings.

Radio Communications Div., Bendix Aviation Corp., Detroit, through Carl Byoir & Assoc. Inc., announces it will manufacture all radio receivers for the 1955 Lincoln and Mercury automobiles.

Turner Co., Cedar Rapids, Iowa, now has available a new microphone identified as the Turner 50D-TV Dynamic Microphone.

Radio Receptor Co., N. Y., has changed the name of its Seletron & Germanium Div. to Semi-Conductor Div.

Mark Simpson Mfg. Co., Long Island City, N. Y., appoints Howard F. Condon Co., Denver, as representatives to the electric wholesale trade in Colorado, Utah, Wyoming, New Mexico, and the cities of Scottsbluff and Grand Island, Neb., and El Paso. Fred A. Bennett Co., Detroit, appointed as representatives in Michigan among the electrical wholesalers, hardware distributors and automotive distributors.

MANUFACTURING PEOPLE

Kittleson Co., Hollywood, electronics equipment representatives, moves to 416 N. La Brea Ave.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, named by Boys Clubs of America as "Father of the Year" in field of science.

Gordon C. Hoit, executive vice president and a director, Stromberg-Carlson Co., Rochester, elected vice president, finance div., American Management Assn.

D. Wallace, Pittsburgh district manager, Graybar Electric Co., elected a director.

G. Leonard Werner, sales manager, Mark Simpson Mfg. Co., resigns to accept appointment as general sales manager, The Astatic Corp., Youngstown, Ohio.

MR. WERNER

Frank W. Edmonds elected president, Pacific div., Burnell & Co., Yonkers, N. Y. (toridal coils, audio and r.f. filters and related networks).

William Bryant named San Francisco branch manager, E. V. Roberts & Assoc. (electronics manufacturers representatives), succeeding **Frank Lebell,** transferred to Los Angeles headquarters as Southern California area sales engineer.

Robert W. Eckman appointed northwestern regional manager, tv-radio div., Westinghouse Electric Corp. **Walter J. Bressert,** formerly Chicago-Rockford district manager, appointed regional sales promotion manager. **William A. Phillips** succeeds Mr. Bressert.

Erwin M. Weiss, formerly chief color tv engineer, Muntz Tv Inc., named chief engineer in charge of instrumentation, Magnecord Inc., Chicago. **Michael G. Seidl** promoted to chief engineer, technical section, newly-created commercial music div.

George J. Koeck Jr. appointed district sales representative, Zenith Radio Corp., Chicago. He will headquarter in Kansas City.

Jack Gavin, former director of advertising and public relations, Magnecord Inc., Chicago, to copy and contact staff, Lester L. Jacobs Inc., same city.

S. John La Puma appointed publicity director, JFD Mfg. Co., Brooklyn.

TRANSFORMERS FOR BROADCASTERS

GATES-QUINCY, ILL. 123 Hampshire St. Tel. 8202

BMI TV CLINICS
Will Be Bigger Than Ever...

...according to the response from TV station owners and managers throughout the country. They voted, by better than 15 to 1, to continue the series of BMI TV Clinics which proved so successful in the past.

Three dates have been set:

NEW YORK	CHICAGO	LOS ANGELES
(Hotel Biltmore)	(Hotel Sheraton)	(Hotel Statler)
Monday & Tuesday	Thursday & Friday	Monday & Tuesday
AUGUST 2 & 3	AUGUST 5 & 6	AUGUST 9 & 10

The BMI TV CLINICS are open to managers and personnel of all BMI-licensed stations. THERE IS NO REGISTRATION FEE – but please enroll your staff in advance.

Every Important Phase of TV Will be Thoroughly Covered

Brass Tacks of Local Production

Film Buying and Programming

Public Service and Allied Subjects

Low-Cost Local Programming

TV Film Clearance

Local TV News and Special Events

Operating for Profit

Camera Techniques — Art Scenic Effects, etc.

Low-Cost Music Programming

Programs and Sales

(Plus discussions, open forums and bull sessions)

Write today for your enrollment form

BROADCAST MUSIC, Inc.

589 FIFTH AVENUE, NEW YORK 17, N. Y.

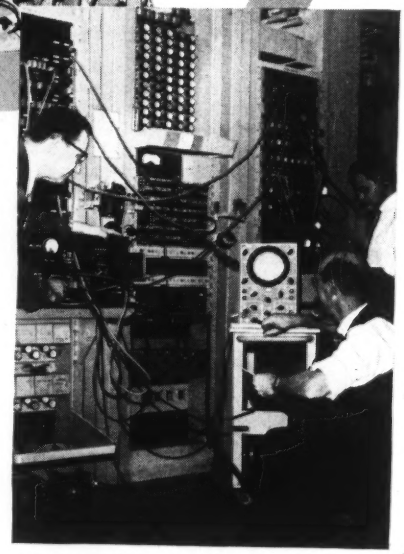
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

What makes her blush?

The color camera can pick up the slightest change in an actress' complexion. But unless the radio relay and coaxial cable routes that carry this picture are specially equipped, her blush would never reach the nation's screens.

It is a big job to install new equipment, necessary for color transmission, along thousands of channel miles in the Bell System network. Personnel must also be trained in the new techniques of transmitting color signals.

But the work is well under way, with facilities now serving an increasing number of cities with color television. The Bell System will keep pace with the industry's needs for color television networks.



Bell System technicians testing transmission of the color signal over radio relay facilities.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter V

SOAP SALES AND RALPH WALDO EMERSON

IN AN essay entitled "Civilization," written about the time the Argonauts were prodding their ox teams and "wimmenfolks" across the plains in the California Gold Rush, Ralph Waldo Emerson created the phrase, "Hitch your wagon to a star."

It is among our most widely quoted aphorisms, to use a 15-cent word. The reason I'm putting this aphorism to work here is because it fits an angle of package products advertising as neatly as a cellophane wrapper.

During the depression, when I first switched from general practitioner to specialist in the advertising business, the value of hitching your wagon to a star quickly became apparent. I saw that by adapting the venturesome spirit of this quotation, it could be put to practical use as a package goods advertising technique, one that would open new avenues in a hitherto unexploited field.

The first attempts to extract commercial value from the Emerson philosophy were demonstrated in the tie-ups between premiums and radio programs. These tie-ups provided a built-in impact obtained from endorsements of premiums by soap opera stars.

In consequence a new kind of sales strategy was created, one widely used nowadays in advertising package foods and certain types of proprietary drugs, all because we introduced the plan at the Benton & Bowles agency 21 years ago. At the time we wondered what would happen, for with it we also introduced the first premium ever offered via network radio—a Super-Suds seed deal for Colgate-Palmolive. It was carried over NBC on the daytime serial, *Clara, Lu, 'n' Em.* And the idea was such an unknown quantity then that we tied it not to just one star, and not to just two stars, but to all three stars.

They told their feminine listeners, very confidentially, of course, all about the flower-seed premium we planned to offer, how they too were going to plant these same seeds and grow flowers just like those in the gardens of the Hollywood screen stars.

After Colgate-Palmolive had cashed in on this project, thus proving its worth as a technique, it soon became common practice to hitch premiums to soap opera stars.

Sales for a number of products advertised by us in this manner zoomed upward overnight to more than 100,000 units daily for each brand advertised. Moreover, unit sales for these brands (meaning the sales of individual packages), maintained a daily average of 100,000 packages for several days before gradually tapering off. SweetHeart Soap got a healthy assist with this kind of forced selling. And Hudson Pulp & Paper Corp.'s products were helped into top-rank market positions which they still hold. So "hitching your wagon to a star" is here to stay as a package goods advertising credo. Like many other intangibles, such as good "reason why" copy, correct space mechanics, psychological timing, concentration, etc., it is an important sales "plus" that has steadily gathered momentum ever since its first application back in 1933.

But to gain the greatest benefit from it, you have to find new ways of unlocking its nuclear sales power.

A long time ago, when I was a high school student, I worked part-time in a grocery store in San Diego. I picked up a lot of helpful information about the grocery trade on that job. In fact, I got the idea for the new use of another scientific formula while sorting over my San Diego reminiscences. I had learned that hitching your wagon to a premium pays out. So, I reasoned, why not try hitching it to a grocery commodity—say soap or some other fast-selling article in the galaxy of package goods, so long as its orbit was within the self-service market? Not exactly syllogistic reasoning, perhaps, yet not far from it.

THIS SERIES, CONDENSED FROM A FORTHCOMING BOOK, IS APPEARING EXCLUSIVELY IN B•T.

Almost every woman, when she goes to the neighborhood market, has eggs or butter on her shopping list as one of the items she plans to purchase. Both are fast-moving articles that take off from the store counter almost as fast as they can be replaced. Then why wouldn't it be smart, I wondered, to offer half a dozen eggs free when the housewife purchases that fighting brand you are advertising. Or you could present a loaf of bread for free, or offer 10 cents off on a pound of butter. That's what the San Diego grocer did whenever he got stuck with something that wouldn't move—that, or something like it.

During World War II, an excellent opportunity presented itself to put this plan into practice. Among our clients at that time was Wilbert Products Co., an alert and progressive firm always on the lookout for new items. Because of scarcities in all lines, new products were much in demand as substitutes for old ones that could be had only in short supply, if at all. It was a good sideline too, this search for new merchandise, for there was always the chance that a "war baby" might develop into a profitable and well-established brand.

Among household commodities then being marketed by Wilbert was a synthetic vanilla called Cakex. To speed up its sale I decided to try hitching it to a free offer of six eggs, which were unrationed and therefore scarce and high in price. This, I felt sure, would induce housewives to buy and try the artificial vanilla as a substitute for the real thing.

Much to my surprise, results exceeded all preconceived notions of what might occur. In fact, they proved beyond question that I had streamlined a basic principle that would work as well in New York as in San Diego, clear across the continent—a fundamental principle that could be universally applied.

Not until I established my own agency in 1942, however, did a completely satisfactory formula emerge for hitching my wagon to a star. But by combining past experience with the teamwork of experts, a format was finally evolved that worked as well on the air as in print. Essentially it was the Wilbert format, except that we refined it to the nth degree. More, we proved its efficiency through a series of super-tests in New England that culminated in a campaign for Megowen Educator Foods.

The technique used was dramatic and new in the invaded territory, and more important still, it procured increased sales against strong competition for both Megowen's "Crax" and "Educator" saltines, in a region famous for chowder, soups and shore dinners, a salty section where the cracker is king.

At that time the Megowen market was primarily confined to New England, so naturally we undertook a regional approach. We bought popular newscasts on the Yankee Network. Where it gave us a market advantage we also used local independent programs beamed especially at women. To support this radio drive we took newspaper space in 14 New England cities, in all of which we had a strong network or local station coverage.

Our sales messages hitched Megowen's crackers to a star. For every box of crackers

that a customer bought, she got 10 cents off the regular price of a pound of butter.

I am deeply indebted to Mr. Megowen and the Megowen Educator Food Co. It was through his vision, his willingness to cooperate, and his coverage in risking advertising dollars on a new and wholly experimental plan that enabled me to prove and establish another package goods advertising technique. As a forcing method it surely fits the famous Emerson quotation. For the guide book, I'd write it this way:

"Hitch your wagon to a star. But don't star your own product. Star the other fellow's. It's his fast moving item that will give your product a lift. If you do it the other way 'round, you'll fit your action to a famous phrase all right, but it will be the wrong phrase, for you'll be "putting the cart before the horse."

EVER since Claude C. Hopkins established testing as a basic advertising need, its use has been increased and refined until, insofar as package products are concerned, it has become an indispensable selling technique.

Fundamentally, testing is nothing more than making sure you are right before going ahead.

When you undertake testing, however, you must be prepared to accept failure rather than risk a national catastrophe. This is not double-talk. Actually it means that you win when you lose, for think of the money you save if your test fails and you thus avoid the costly mistake of an unsuccessful national campaign.

There's nothing profound in this statement, nothing that will shake the foundations of economic history. Yet it can't be over-stressed or over-accented. And it can't be repeated too often as reminder copy. Almost every day I am astonished at the brave, inexperienced advertising souls who rush in where even a Broadway angel would fear to tread. And as a consequence they wind up in an advertising graveyard with a wasted budget for a headstone.

In the game of package goods advertising, you are not playing with marbles. It's big time stuff. Gordon C. Bowen, president of the Premium Assn. of America, said a short time ago that the premium business (packaging's closest ally) is a billion-and-half dollar industry. Early this year a popular package designer set forth the claim that American manufacturers spend about $12 million annually for packages to contain their products.

Testing is used mostly these days by fighting brands, by those products of proved merit that are comparatively unknown and therefore must win their way to the household shelf so they can establish a profitable position in the market.

You should always select a typical city in which to test a campaign. It can be large or small, so long as the buying habits of the people are what we term standard. Of course, much depends on the product you set out to advertise. In certain cities the foreign element might conceivably affect your test. Take San Francisco or Boston; a heavy Italian influence is felt in those cities. Therefore a macaroni test might possibly misguide you regarding the general sale of that particular article elsewhere. Angles of that sort should be watched.

For the sake of getting a comprehensive cross section, we have tested in a small city, a medium-sized city, and a large city, all part of the same operation. However, results average out as a rule. The important thing is to determine product preferences. A test of Mexican beans in El Paso, for instance, wouldn't fit St. Louis. So you don't take coal to Newcastle if you want to test coal, or beer to Milwaukee if you want to test beer.

The geographic locations of cities may at times affect market conditions, provided a seasonal or regional slump is involved. For example, when timber-cutting is at a low ebb and the lumber industry is shut down, and if deciduous fruit crops are off or low-priced, Northwest cities may not prove too good for testing—depending again, of course, on the product to be tested. However, we tested the 3-Cake Deal for SweetHeart Soap in Seattle, Spokane, and Portland, thus successfully introducing the "let us buy you" technique to the purchasing public via a regional approach. But business in the Northwest was normal at that time. And just recently we tested 7-MINIT Fluffy Frosting across the continent, using New York, Cleveland, and Los Angeles as our markets. In each city sales achieved comparably high averages. So we took that as a good sign that sales would average out equally high on a national basis, and we set our radio schedule accordingly, supporting it with large space in *Life, This Week* and *Parade*.

In the test city that you choose you should always make sure the product you are advertising has at least 80% distribution. Otherwise you may find yourself testing an item that consumers can't find in the grocery stores where they trade.

Always take the same size space or the same amount of air time in your test that you plan to purchase for your national or regional campaign. Use exactly the same copy too, as well as the same radio and tv commercials.

Response to the newspapers, newscasts, participating shows, etc., will guide you in deciding whether to pinpoint your markets with local advertising, both in print and on the air, or whether you can do better by taking advantage of national rates in newspapers and on radio and tv networks.

As a yardstick for your tests you will need to include a checkable feature of some sort—say a coupon or premium offer—by which to measure response and calculate sales. The manner in which you use it will depend on whether you make your test at the point of purchase, or in a campaign by air or in the daily press.

Your test will reveal anything wrong. Then you can correct your errors and re-test, correct your errors again and re-test, *ad infinitum*, until your campaign is smooth enough for national coverage.

Copy, of course, is the important thing. Copy convinces the consumer that he should buy. Good copy gives the customer a simple but logical reason that he can't resist.

In your headline you should flag your market. And in your copy you should offer to take a chance on the customer. You should take advantage of continuity too, and of repetition and reiteration. And you should cash in on the housewife's inertia and lethargy. But above all you should slant your advertising at prospective buyers, concentrating your firepower.

All in all, you shouldn't overlook any bets. For even after going to great lengths to follow the rule book, you may find yourself in unexpected trouble.

A case in point that I shall long remember occurred when I was handling the Heinz Ketchup account at Maxon's. It certainly built up to a terrific bang.

We had been running a Heinz Ketchup ad on the back cover of the *Saturday Evening Post*. It had been producing excellent results so we decided by to try it in *MacLean's* magazine, which is the *Saturday Evening Post* and *Ladies' Home Journal* combined in Canada.

The ad showed a very pretty waitress balancing a silver tray at shoulder-height and smiling down at a typical businessman, presumably at lunch. In the center of the tray was a bottle of Heinz Ketchup. It was surely a beautiful ad, reproduced in full color.

The headline read, "What she knows about your husband."

And the copy went on to explain that smart waitresses know that all husbands want Heinz Ketchup.

Soon after the plates and proofs arrived at *MacLean's*, the advertising manager phoned me from Toronto.

"Look, old chap," he said, "we cawn't run that ad in Canada, just cawn't, y'know."

"What's wrong with it?", I asked.

"Why, my dear fellow, the headline implies that the waitress is having an affair with the husband."

That floored me. "Well what about the art and the rest of the copy?"

"Oh, that's fine, he replied. "It's just the headline."

Suddenly an idea hit me. "Tell you what," I suggested. "You write a headline that you like, then read it to me and I'll try to get Mr. Heinz to okay it."

"Righto," he said, and hung up.

Next day he called back, all enthusiasm. "I've got it," he said, "I've got it!"

"You mean you've got a headline that doesn't compromise my waitress?"

"Yes," he said. "Canadian wives will love it."

"Well, let's hear it."

He cleared his throat, then read with great pride, "He gets it when he's down town so why not let him have it at home?"

At first I was speechless, then I roared with laughter. When I told it to Frank Bell, advertising director for the Heinz Co., he roared too.

"But look," he said. "I see what the guy's driving at. Here, I'll show you how to clean it up."

He scribbled a head on a memo-pad and handed it to me. I read, "He gets Heinz Ketchup when he's down town so why not let him have it at home?"

And that's how the ad ran in Canada.

But to define testing as a package goods advertising technique, I'd say you can wrap it up in two fast phrases.

The first is: "Don't buy a pig in a poke."

The second is: "Try it out on the dog."

(To be continued)

SUPER "EYE"

for "live" COLOR pickup

RCA-6474/1854 Image Orthicon

You are looking at the new RCA television camera tube for simultaneous color pickup—the camera tube that has made compatible "live" color pickup a practical reality.

The 6474/1854 has exceptional sensitivity—and a spectral response approaching that of the eye. Designed to operate on a substantially linear signal-output curve, it is capable of producing a color picture having natural tone values and accurate detail. Furthermore, the 6474/1854 features a signal-to-noise ratio and contrast range commensurate with the exacting requirements of color reproduction.

Like all RCA tubes for broadcast and TV station operations, RCA-6474/1854 Image Orthicons are available through your local RCA Tube Distributor. Ask him about RCA's new Tube Inventory Maintenance Plan that enables him to function literally as a tube warehouse for your station.

SEALED for your protection

Every RCA-6474/1854 Image Orthicon for replacement use is sealed in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that your tube is factory fresh.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ELECTRON TUBES — **HARRISON, N. J.**

AMERICA'S NEWEST MILLION MARKET

OIL, CHEMICALS, PORT—AND TEXAS PRIDE—MAKE HOUSTON BOOM

by J. Frank Beatty

HOUSTON, industrial giant of the South and Southwest, now boasts that it is the first market in that fast-growing area to reach the million mark.

Just 118 years after a log-cabin settlement was started on Buffalo Bayou, the city celebrated "M-Day"—"M" for million. Over the weekend it threw the biggest whing-ding in its history to honor the event.

The Houston market—Harris County—had a population of only 44,000 at the turn of the century. This skyrocketing expansion, carrying the market well toward the top of the nation's metropolitan areas, has Houstonians convinced their city will become the third largest in America one of these days—and not too many days, at that.

Last week was "Inventory Week" in metropolitan Houston. In every branch of commercial, industrial, civic and cultural life the city took stock of its resources—incidentally, of course, keeping an eye peeled toward the next goal, the two-million mark.

What the inventory takers found looked good to Houston. Their reports were compiled in time for M-Day, which was celebrated Saturday in a market-wide promotion. The city spent the weekend looking with pride at its deep-water harbor, its oil and chemical (petro-chemical) industries and its agricultural resources.

All this growth they traced to their far-sighted forefathers, who brought the Gulf of Mexico 50 miles through the stark Texas prairie into Buffalo Bayou. The port itself is a $2 billion business.

In this area eight radio and two commercial television stations are bringing entertainment, information and consumer education. They provide a major stimulus to Houston's commerce and industry, serving 275,000 radio homes and 201,260 tv homes in the metropolitan area.

The Houston story dates from 1836 and the bloody battle of San Jacinto, where Gen. Sam Houston won independence for Texas. A team of New York investors, Augustus C. and John K. Allen, founded the Buffalo Bayou community shortly after the victory, buying land for as little as $1 per acre that now is worth $2,000 a front inch.

The Allens persuaded the Texas congress to pick Houston as temporary capital. Inflated currency, yellow fever epidemics and other frontier hazards struck the community, but stores, school, theatre, jail and courthouse quickly appeared. On July 5, 1837, the town was incorporated. Two years later a government commission decided to put the capital at Austin. Houston rode out this blow and by 1840 a chamber of commerce was leading the town's expansion.

Through the transition of Texas from a republic to a state, Houston developed its commerce and by 1858 its warehouses held over 10,000 bales of cotton. Main St. was being paved with shells as rumors of civil war reached the area. Texas joined the Confederacy in 1861 and eventually suffered the penalties of defeat, along with the rest of the South.

Riding out another crippling epidemic of yellow fever in 1867, Houston started continuous dredging in Buffalo Bayou. Large ships were able to come up from the gulf and turn around. That year the first street car came to the city, and then the carpetbaggers, who took over city offices. Despite carpetbaggers and the Ku Klux Klan, trade kept increasing as ships unloaded lumber, lime, cement, railroad iron, salt and other products.

Texas rejoined the Union March 20, 1870. Easterners were becoming interested in the area so the mayor paid a visit to several eastern cities. He came back with plans for asphalt paving, iron bridges, parks and a city market, promising the city someday would be the "Chicago of the South."

A new charter was given the city in 1874, stimulating both residential and commercial development. Soon the city was moving out into the plains. Morgan Steamship Lines and railroads extended their facilities into Houston and the city soon was closely tied into the nation's commerce.

By 1900 the 45,000 citizens claimed first place among Texas cities in industry and commerce. Oil was discovered near Beaumont in early 1901. That started the petroleum boom, which was spurred in 1904 by opening of the first well in Harris County. Houston soon was recognized as the wealthiest market in the state.

Through the first decade-and-a-half of the century, work proceeded on the ship channel, including a cut-off that saved precious time. In August 1915 the port was opened to deep sea commerce and the first large ocean-going vessel arrived in the 1,300-foot turning basin inside the city limits. Population had increased to 78,000 in 1910 and ground was broken in 1912 for Rice Institute.

In 1920 the population was 155,000 with industrial plants lining the ship channel. A building boom took place during the '20s, adding skyscrapers to the downtown area and major industrial plants. Municipal limits were extended out to an area of 70 square miles. The first air mail landed Feb. 6, 1928, and the municipal airport was officially opened a month later. The city claimed first rank in Texas as an industrial

THE HOUSTON MARKET

1,000,000 people.
Building permits (1953), $274 million.
Labor force, 383,626.
Factory output, $860 million.
Individual income, $1.7 billion.
Retail sales, $1.15 billion.
Bank deposits, $1.67 billion.
Port tonnage, 44 million a year.
Eight radio stations.
Two tv stations.
275,000 radio homes (Harris County).
201,260 television homes (Harris County; CBS - Nielsen estimate).

center, and sixth rank among the nation's ports.

Oil joined cotton as a major shipping item during the '30s and the building boom easily rode out the nationwide depression, with new structures piercing the skies. Federal funds went into the ship channel, new public works were completed in the city and Harris County, and port tonnage kept moving ahead. Even bank clearances kept rising during the depression years. In 1938 alone, 50 new plants were added to the industrial area.

Defense preparations in 1940 spurred the boom and that year 646 industries were operating. Ordnance and chemical plants were important additions.

Three-fourths of the chemical plants built in the nation since the defense preparations started are in the Houston area, with most of them still running during peacetime. One-fifth of all chemical employment on the Gulf Coast had been centered in the city by 1944, with over $300 million spent on chemical plants along the ship channel during the war. Twice that sum has been spent since the war, with many more in the offing.

Other industries that have moved rapidly are paper, paint and metal goods. The city boasts it is the hub of the fastest growing industrial area in the nation, with its major marketing expansion still to come. Construction has exceeded $1 billion in metropolitan Houston during the last five years, split between residential and nonresidential types. Huge office buildings have been going up, along with churches, schools and a $100 million medical center. A 54% increase in population from 1940 to 1950, with the process continuing unabated, gives the city over 10% of the entire population of Texas.

The 19 counties in the Houston territory have 6% of the state's area but produce 14.3% of the oil output, which is a lot of oil, and 40.7% of the state's refinery operations. The area produces 7% of the total oil in the nation. Harris County alone has 36 oil fields and 1,835 oil wells. Production of natural gasoline as well as natural gas are enormous, and many of the industries are powered by natural gas. Petrochemical output is constantly increasing and becoming more diversified.

The 10,000 retail establishments have sales of $1,150 million annually. Electric utilities have 314,450 customers, with another 287,564 natural gas customers. The city has 350,996 telephone connections.

There are eight radio stations: KCOH, 1430 kc, 1,000 w, D, licensed to Call of Houston Inc.; KLBS, 610 kc, 5,000 w, licensed to Howard Broadcasting Co.; KNUZ, 1230 kc, 250 w, licensed to Veteran Broadcasting; KPRC, 950 kc, 5,000 w, licensed to Houston Post Co. (NBC), with KPRC-FM on 102.9 mc, 57 kw; KTHT, 790 kc, 5,000 w, licensed to Texas Radio Corp. (MBS); KTRH, 740 kc, 50 kw, licensed to KTRH Broadcasting Co. (CBS) and KTRH-FM, 101.1 mc, 29.5 kw; KXYZ, 1320 kc 5,000 w, licensed to Shamrock Broadcasting Co. (ABC); KYOK (formerly KATL), 1590 kc, 5,000 w, licensed to Texas Broadcasters Inc.

There are two commercial television stations—KPRC-TV, ch. 2 (NBC, ABC), KNUZ-TV, ch. 39. KNUZ-TV has temporarily suspended operations. An educational station, KUHT (TV), is operated on ch. 8 by U. of Houston. KGUL-TV Galveston is CBS station for the area.

Six major railways serve Houston—Fort Worth & Denver (Burlington); Missouri-Kansas-Texas; Missouri Pacific; Rock Island; Santa Fe and Southern Pacific. They handled 15 million tons of freight last year. Air lines are Braniff, Continental, Delta-Chicago & Southern, Eastern, International, Mid-Continent, Pan American, Pioneer and Trans-Texas. These airlines handled 787,000 passengers last year. A new $3.5 million terminal building has been completed. Thirty-

Forty-four million tons of cargo are handled annually in Houston's harbor.

two motor carrier lines and 145 other regulated carriers serve the city along with major bus lines.

Houston has three daily newspapers, the *Chronicle, Post* and *Press*. The *Post* operates the three KPRC stations, with W. P. Hobby heading the newspaper-electronic properties. Total lineage of the newspapers has increased 127% since 1940. The *Chronicle* is published by Jesse H. Jones. Poster advertising has grown 78% in the last decade.

Wealthiest for Size

Houston likes to remind that within a 200-mile radius more wealth is taken out of the soil than out of any other area that size, anywhere. This wealth includes oil, natural gas, rice, sulphur, cotton, salt, timber and many other products.

With all the city's natural and man-made resources, Houston boosters look hopefully to the future. With typical Texas confidence they dream unblushingly of No. 3 position among American cities without specifying the number of years that will be required to achieve this marketing miracle.

Operators of the port are pleased with their improved channel. New wharves and cargo handling equipment are being added to accommodate increasing tonnage. The petrochemical industry can be broadened—it produces raw materials in abundance but not too many finished products except insecticides, detergents and fertilizers. One of these days the city expects to be a leading producer of end products made out of its own raw materials.

The area's agriculture, with over a million acres of land, is doing well and expects to keep pace with commerce and industry. Rice is the most important crop but ranching is thriving and the calf market is fourth largest in the nation as well as first in Texas. Fine breeding cattle are adding to the quality of herds. Houston is the distribution point for footstuffs coming in from foreign countries by air, water, rail and truck, as well as from domestic points. Wholesalers supply over 2,000 retail sources with food. A huge new produce terminal is expected to expand the growing food industry. It was built by the Santa Fe and Fort Worth & Denver railroads and is owned and operated by produce companies as a group. Three-fifths of Houston's retail food sales is handled by independent stores.

Building Permits Ahead

With building permits in the first quarter of 1954 running $4 million ahead of the same period a year ago, the predictions that construction will continue its dramatic expansion are being borne out. Bureau of Labor Statistics, U. S. Labor Dept., ranks Houston sixth in the nation in its total construction—fourth in new residential construction and fourth in stores and other mercantile buildings. Last year 14,500 new dwelling units were built. Major projects include a $4 million plant for the *Houston Post*, plus two important bank buildings.

Riding the Houston wave are such suburban communities as Pasadena, Galena Park, Clinton, Deepwater, Greens Bayou, Jacinto City, Deer Park, Channel View, Baytown and others.

Looking ahead is Houston's favorite pastime. Already some optimistic Houstonians are talking about another M-Day—only this time it will be 2M-Day. It may take a few years, or even a score of years, but Houston is headed forward and figures the first million is the hardest.

WSLS Brings the Outdoors Indoors in Roanoke With Its Sidewalk Studios

RADIO has come out of hiding in Roanoke, Va.

WSLS, the am adjunct of the am-fm-tv trio operated by Shenandoah Life Insurance Co., has reversed the usual radio order by opening new sidewalk studios on a corner with a traffic count of 24,000 persons a day.

The doors are open, and the public is welcome, according to James H. Moore, executive vice president. Visitors are free to roam around the studios, which are decorated in red-and-white striped canopy covers giving a carnival atmosphere. Air conditioning has been installed.

Large display windows promote products advertised on WSLS. A large thermometer, clock and weather forecast dial attracts interest, as do bulletin displays of sports results and news. A Roanoke wildlife farm has eye-catching window displays.

Does it pay? "Sales results are showing already," Mr. Moore says, "though the studios were just opened last Memorial Day. All Roanoke is talking about our radio studios. Many salesmen representing national advertisers drop in for a look.

"It's a place for people to meet, leave packages, call a cab or just watch what's happening. Disc jockeys work in full view. Announcers go right out on the sidewalk with 200 feet of line to interview pedestrians, bus riders, and even a man getting shaved in a barber shop. Sixteen news programs originate daily. An outside speaker keeps pedestrians informed as they pass. Studio displays include photos of air personalities.

"The public is showing new interest in an 'old medium' and radio has found fresh vitality."

NEWSMEN, disc jockeys and other performers on WSLS Roanoke, Va., work in full view of the public in new sidewalk studios. Passers-by are welcome to meet there, leave packages, call cabs or just watch what's going on.

Advance Schedule Of Network Color Shows

CBS-TV

August 22: *Toast of the Town*, Lincoln Mercury Dealers through Kenyon & Eckhardt

August 25: *The Big Payoff*, Colgate-Palmolive Co. through William Esty

August 31: *Danger*, Block Drug Co. through Cecil Presbrey

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

July 8-9: Karamu House, Cleveland

July 15-16: Washington, D. C.

July 21-23: Ft. McHenry and B & O Roundhouse, Baltimore

July 29-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

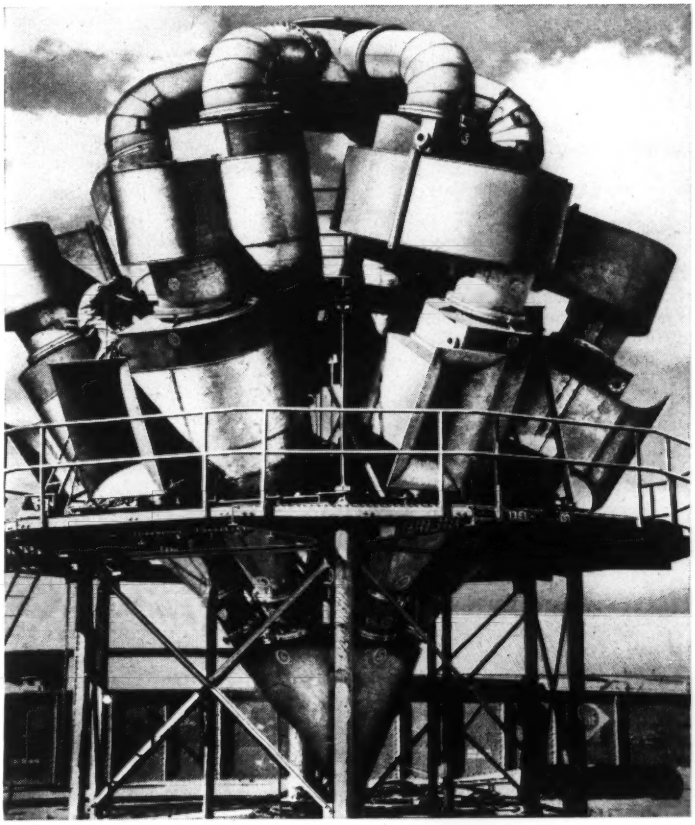
August 3-6: Boston

August 12-13: New York

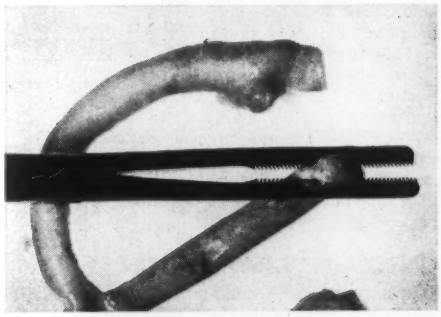
July 8, 15, 22, 29, August 5, 12, 19: "The Marriage" — situation comedy, sustaining

[Note: This schedule will be corrected to press time of each issue of B•T]

Only STEEL can do so many jobs so well



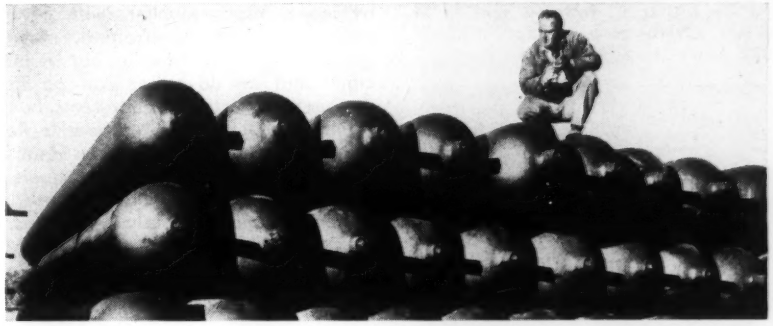
Visitor from Outer Space? No, despite its strange, other-worldly appearance, this is no product of extra-terrestrial intelligence, no flying saucer. It's a perfectly practical, very down-to-earth catalyst collector in a large petroleum refinery. Noteworthy, however, is the extensive use of USS Stainless Steel in its fabrication . . . to provide corrosion resistance combined with great strength.



Amputations Reduced. This new surgical clamp, handmade of sanitary corrosion-resistant Stainless Steel, can grasp a human blood vessel or artery firmly during a delicate operation without injuring the vessel wall. This clamp has already helped to reduce substantially the number of amputations resulting from war wounds.

Handkerchief Test proves that you can't beat this drum for cleanliness! Rub a clean handkerchief briskly around the inside of a USS Drum. The handkerchief *stays* clean. No grease, dirt, scale or rust show up to contaminate drum contents. Why? Because of a new U.S. Steel process that results in drums absolutely clean, completely scale-free, fully rust inhibited.

SEE the United States Steel Hour. It's a full-hour TV program presented every other week by United States Steel. Consult your newspaper for time and station.



Built to be Buried. That's true of these National Seamless Steel Bottles, produced by U.S. Steel. For these bottles are filled with gas and buried underground, where weather and temperature changes don't affect gas pressure. This is the modern way to store gas . . . the safer way.

MANUFACTURED FROM USS STEEL UNITED STATES STEEL

This trade-mark is your guide to quality steel

UNITED STATES STEEL

For further information on any product mentioned in this advertisement, write United States Steel, 525 William Penn Place, Pittsburgh, Pa.

AMERICAN BRIDGE . . AMERICAN STEEL & WIRE and CYCLONE FENCE . . COLUMBIA-GENEVA STEEL . . CONSOLIDATED WESTERN STEEL . . GERRARD STEEL STRAPPING . . NATIONAL TUBE OIL WELL SUPPLY . . TENNESSEE COAL & IRON . . UNITED STATES STEEL PRODUCTS . . UNITED STATES STEEL SUPPLY . . *Divisions of* UNITED STATES STEEL CORPORATION, PITTSBURGH
UNITED STATES STEEL HOMES, INC. • UNION SUPPLY COMPANY • UNITED STATES STEEL EXPORT COMPANY • UNIVERSAL ATLAS CEMENT COMPANY 4-694

KTUL'S 'MINOR MANOR'

FREE soft drinks and chaperones are provided to teen-clubs who book KTUL Tulsa's Saturday night *Minor Manor* broadcast, which is geared specifically to the teen-agers. This major contribution to the entertainment of the minor population was conceived by disc m.c. Buddy Hamilton as an innovation for his 10:30-12 p.m. show and features "on-the-air" dancing parties held in one of KTUL's studios. Teen-age listeners are encouraged to form "dance-at-home" parties and special requests are accepted from those groups. Community acceptance of the show is evidenced by the number of favorable phone calls and letters from parents, according to the station.

ABC KINESCOPE DISTRIBUTION

SOME 50 kinescopes of "Atomic Attack," one-hour dramatic program presented over ABC-TV on May 18, will be turned over to the Federal Civil Defense Administration within the next few weeks for distribution to organizations throughout the country. In a telegram to Robert E. Kintner, ABC president, Val Peterson, director of FCDA, expressed "sincere appreciation" for the production of "Atomic Attack," and added: "Mature dramatic programs of this kind will do much to help the American people understand that the advent of the hydrogen bomb calls for more civil defense and not less of it—if we wish to survive as a nation."

ROY ROGERS BIRTHPLACE CONTEST

THE FIRST three viewers to name the exact spot in Cincinnati where "King of the Cowboys" Roy Rogers was born will be declared the winners of WLWT (TV) that city's Puppy Contest. Each winner will receive a puppy from the litter of "Bullet," Roy's canine companion. In addition, winners also will receive a letter from Mr. Rogers. The pups were flown via TWA from Mr. Rogers' ranch to Cincinnati and are part of a promotional tie-in with the return of the *Roy Rogers* show to WLWT after a brief absence.

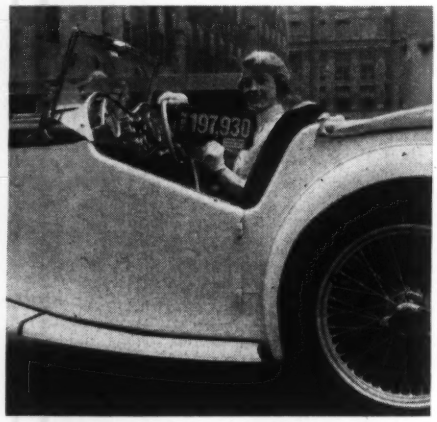
WMT-TV 'IOWA' BROCHURE

WMT-TV Cedar Rapids, Iowa, is sending to agencies and advertisers a 12-page brochure titled "987 Miles West of Madison Avenue," which is the main-line distance between New York and Iowa. The illustrated brochure reveals information on the state's industry and farming in addition to personal income statistics, which place per capita Iowa income about 60% above the national average. Figures, in many cases explained by charts, on population, sales and coverage are provided for comparison. Pointing out that Iowa's market is spread out in communities of 10,000 and under, WMT-TV claims the best coverage in the eastern part of the state. The brochure is rounded out by information on program ratings, studio facilities, news coverage, programs, personalities and a map of the coverage area.

JACK BARRY, program director, WDOT Burlington, Vt., receives last-minute instructions from Maj. Raymond Stewart, commanding officer, 37th Fighter Interceptor Squadron, Ethan Allen Air Base, before take-off on his jet-to-earth broadcast.

PORTABLE RADIO PROMOTION

TO PROMOTE "Everready" radio batteries, National Carbon Co., through its agency, William Esty Co., N. Y., launched a publicity project directed to 1,330 disc jockeys across the country on the theme "June is Portable Radio Month." The promotion features facts, anecdotes and news items for use in urging listeners to get the "portable radio habit" during the summer months when family recreation moves from living rooms to backyards, beaches, camps and picnic grounds.



THIS "license plate" number being held by model Mara Mueller (wife of NBC press staffer Bob MacDonald) may not get one very far in traffic, but its NBC's claim that an advertiser can go far if he uses it. The numeral represents the mail count of replies to the network's *Roadshow* program, license number identification contest. For every eight numbers announced during a broadcast (based on license numbers previously "registered" by listeners) an average of seven call back, according to NBC, showing that "*Roadshow* listeners don't just listen . . . they actively participate."

KEX SPONSORS KARDINALS

KEX Portland, Ore., is sponsoring a Portland Little League baseball team as a summer promotion. The station provides the "KEX Kardinals" with uniforms that identify KEX personalities. The team, comprised of boys 8-12 years old, plays regularly-scheduled games in Portland parks. Team coaching is handled by the station.

KFWB PALLADIUM LUNCHEON

OVER 500 station, network and agency executives, radio-tv personalities and press members attended a special luncheon at Hollywood Palladium given by KFWB Hollywood to mark the first broadcast of Monday-Saturday two hour and 45-minute *Larry Finley Time*. Mr. Finley, who recently signed a seven year contract with the station [B•T, May 31], also is host-m.c. of the daily six-hour late evening KFWB *Larry Finley Show*. In addition he heads his own Hollywood tv film production-packaging firm and operates two Southern California restaurants.

M. S. KELLNER, am sales manager of The Katz Agency, radio-tv station representatives, is convinced of the pulling power of WGBS Miami. During a recent visit to the station, Mr. Kellner went fishing off Miami Beach and caught this 35-pound dolphin. Signal strength was reported to be so powerful that another 16 dolphins were hooked by the party.

'DOMESTIC TRAVELCADE'

WNBC-WNBT (TV) New York devoted a total of 144 hours of programming—72 hours on radio and 72 hours on tv—to modern travel in the U. S. on its *Domestic Travelcade* supplement. This was the stations' second weekend supplement which introduced a concept of integrated programming and selling patterned after the Sunday newspaper supplement. Modeled after the *European Travelcade* carried on the two stations last month, the new supplement is designed to appeal to advertisers catering to individuals with "two weeks off in the summer."

WBT CHARLOTTE 'PULSE'

A SALES instrument called the "1954 Pulse of Charlotte (N. C.)," has been published by the Jefferson Standard Broadcasting Co., operator of WBT Charlotte. The Charlotte Pulse "slide rule," which was conceived by WBT's promotion department, shows the quarter-hour ratings and share of audience for each Charlotte radio station on a seven day average. Included is a chart which will convert WBT ratings into listening homes within the basic service area.

BALLOTING BY RADIO

FOR the first time in the 20-year history of the All-Star baseball game, balloting for selection of players to appear in the annual classic

ROGER IS A NATURE LOVER

Roger Hibner over at BVG&L is a nature lover. At lunchtime you're as apt to find him feeding the pigeons in Central Park as fancying a Martini at Twenty-One. Roger's love for birds and beasts is deep and abiding.

Roger also loves a buck (the folding kind). That accounts for the fact that in his plush Madison Avenue office there's a well-worn copy of the Telecasting Yearbook and Marketbook on top of his Audubon. The Telecasting Yearbook contains vital data that Roger uses to plan television campaigns for those blue-chip clients of BVG&L.

If you're in television and want the top timebuyers to know it, your ad belongs in the Yearbook, the book that decision makers use all year.

In tv today—if you're anyone at all—***the Yearbook is yourbook!***

Call your nearest B•T office for details. (Final deadline August 1.)

MEtropolitan 8-1022	Washington
PLaza 5-8355	New York
CEntral 6-4115	Chicago
HOllywood 3-8181	Hollywood

on July 11 will be conducted on a radio station. WINS New York reported it has acquired exclusive rights to balloting in the New York area, and will promote the project over all programs, particularly on its New York Yankee baseball game broadcasts. The balloting, which previously had been conducted solely by newspapers, ended July 3.

WSIX-TV MERCHANDISING PLAN

WSIX-TV Nashville, Tenn., has inaugurated a new merchandising-sales promotion plan which provides local and national food advertisers air time which the advertisers earn by installing the WSIX-TV "shelf-talkers" on all products advertised on the station. Each week a retail food store has an advertised meat, produce and grocery item featured on the Thursday and Friday segments of *What's Cooking?* WSIX-TV homemaker show. Eight major retail groups are participating in the promotion; one group a week with each repeating every eighth week. These groups account for an estimated 92% of all the food sales in the Nashville market, the station reports.

WCAU-TV BLIMP TELECASTS

ANOTHER television "first" is claimed by WCAU-TV Philadelphia for its series of telecasts from a Navy blimp 1,000 feet up, the first time, the station contends, that a tv station has produced a picture from that height. The blimp telecast was part of the promotion connected with WCAU-TV's switch to maximum power and height with its "Sky Tower" (see cut), reportedly the highest structure in Philadelphia. Reception was excellent, according to the station, despite some technical difficulties caused by wind drift. The blimp was loaned to the station by the Naval Air Station at Lakehurst, N. J., and contained Navy personnel and station representatives.

SHOW SALUTES RCA DEALERS

MUSICAL recordings from Enrico Caruso to Eddie Fisher, historical recordings like the Hindenburg explosion and King Edward VIII's "Woman I Love" abdication speech and the well-remembered "hall closet crash" of Fibber McGee and Molly were broadcast a fortnight ago by NBC Radio Network in a special salute to RCA dealers. Perry Como, long-time RCA Victor recording artist, served as host-narrator in the special half-hour program, *Through the Years With RCA*. The program was produced by Al Tennyson and written and directed by Ward Byron.

WCCO-TV 'GOPHER' COVERAGE

THE COMING season's feats of the U. of Minnesota's football team will be seen over WCCO-TV Minneapolis-St. Paul. The station recently signed a contract for all rights to the sponsored television appearances of new head football coach Murray Warmath and use of game films. An hour each Sunday night will be devoted to the showing of important plays of Minnesota's preceding Saturday game. Mr. Warmath will narrate, explaining the gridiron strategy. Under NCAA orders none of Minnesota's games will be televised live or nationally this year. Each Thursday night preceding a game Mr. Warmath will be featured on a 30-minute football program reporting on the condition of his players, revealing something of his game plans and evaluating the Big Ten football situation.

CFJB GOLFING PROMOTION

GOLF score booklets, which can conveniently fit into a cigarette case, are being distributed to advertisers and potential advertisers by CFJB Brampton, Ont. The leatherette covers carry a station advertising message and the inside of the book contains a regulation golf score pad.

MAYOR Joseph S. Clark Jr. of Philadelphia places his signature on the new coverage map of WCAU-TV there with a "Sky Tower" pen, a replica of the station's new 1,000-foot tower. The station noted increased coverage in 10 local markets following erection of the tower and a boost to maximum power. With the mayor are Donald W. Thornburgh (l), president and general manager of WCAU-AM-TV, and Joseph L. Tinney, stations' executive vice president and asst. general manager.

ATLANTA FACT BOOKLET

THE ATLANTA, Ga., Chamber of Commerce has produced for free distribution a 40-page pocket-sized booklet titled "Facts and Figures About Atlanta," which shows by charts and graphs the growth and development of the Georgia capital city. Population figures are shown and comparisons are made to other leading southern cities. Also contained are data on transportation, communications, industry, education, business and government, retail sales, housing, points of interest, convention facilities, climate and health conditions. Booklets may be obtained from the Industrial Bureau of the Atlanta Chamber of Commerce.

KTTV (TV) FILM PROMOTION

TO herald the world debut of *Stories of the Century*, sponsored by Sears, Roebuck & Co. in that firm's first film purchase, KTTV (TV) Hollywood took 250 press members, tv personalities, station and film executives on a special six-car Santa Fe train trip to "Centuryville," located someplace in Southern California. For a reported cost of $10,000, KTTV, which acquired rights to the series in five western states from Hollywood Television Service, telecast the arrival of the guests before serving dinner and previewing the first film, "Quantrell and His Raiders." Series is produced by Studio City Television Productions. An unscheduled high light was a Mrs. Johnson who, clutching a ticket for San Bernardino, unknowingly boarded the wrong train and joined the premiere party for what she said was the time of her life.

WBZ-TV SPONSORS BOYS

SIGHT-SEEING trips of Washington, D. C., were awarded the 30 winners of WBZ-TV Boston's "Why I Would Like to Visit My Nation's Capital" contest. The contest, conducted by WBZ-TV's Bob Emery in cooperation with the Big Brother Movement of America, was open to boys aged 8-16 and winners were chosen for their letters and essays on "Why I Would Like to Visit My Nation's Capital." The youngsters were flown to Washington by Eastern Air Lines after first circling the historical landmarks in and around Boston. In Washington they were taken on tours of the Capitol, White House, Jefferson, Lincoln and Washington Memorials and other points of interest and were introduced to New England Senators and Representatives.

WTTV BREAKS PARK RECORD

THE FIRST annual "Western Ledger Roundup" conducted by WTTV (TV) Bloomington, Ind., attracted 35,000 people to a Sunday afternoon outing in a state park, topping by about 31,000 the previous highest one-day attendance there. *Western Ledger* has been a WTTV children's feature for four years and all promotion was conducted on that show, which is emceed by Bob Hardy. Mr. Hardy and his horse, "Rhythm," participated in entertainment activities which ran continuously for seven hours, and included many other WTTV personalities. Admission was the regular 12 cents Indiana park admission fee plus the regular 10 cents for each of the 8,000 cars. The state park grossed $5,000 from admission fees, according to the staion, and the large attendance has prompted Fair Boards in Indianapolis and Lafayette to consider a similar project in those cities.

LIVE PROGRAMS DECENTRALIZED

AN INCREASE in the development of live tv programs in centers of Canada other than Toronto and Montreal is heralded with announcements from CBUT (TV) Vancouver and CBOT (TV) Ottawa. CBUT is beginning auditioning of nine live shows and CBOT plans live summer telecasting of *Holiday Ranch*, western singing and musical comedy show, the station's first deviation from only news event coverage. At CBUT, where live telecasting has been mostly confined to news and sporting events, shows are being tested for quarter-hour or half-hour five days a week presentation. Station plans an early July starting date for its new format.

WEDDING CONTEST WINNERS

WLBK DeKalb, Ill., has announced the winning couples in its wedding contest sponsored by local merchants during April and May for people married during June. Prizes include two seven-day honeymoon cruises on the Great Lakes with stopovers at Niagara Falls and Mackinac Island, and two honeymoon week

ends at the Conrad Hilton Hotel in Chicago. Other prizes also were contributed by sponsoring stores, which featured window posters promoting the WLBK campaign. Winning couples were announced by George C. Biggar, WLBK president and general manager.

COVERING MID-GEORGIA

MARKET study citing growth and changes in the middle Georgia market and coverage of the 47-county area by WMAZ-TV Macon was distributed last week to national advertisers and agencies by the station's representative, Avery-Knodel Inc. Titled "About the Middle Georgia Market . . . And How the Media Picture Has Changed," the report includes detailed market statistics, the station's coverage map and data on county-by-county populations, families, retail sales, and tv set circulation.

WNYC AIRS SUMMER MUSIC

AS PART of a celebration for its 30th anniversary on the air, New York-owned WNYC this summer will broadcast all major band and orchestra series being presented in New York, including those of the Lewison Stadium Symphony Orchestra, Goldman Band, New York Festival Band and Naumburg Memorial Orchestra. A total of 42 musical broadcasts from several points in the city, each lasting from two to three hours, will be presented over the station.

FLYING CHIMPANZEE

J. FRED MUGGS, chimpanzee star of NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EDT) left New York for a goodwill plane trip around the world [CLOSED CIRCUIT, June 21]. He was accompanied by his co-owners—Roy Waldron and Bud Menella—and Mary Kelly of the *Today* staff, and a cameraman, who will make filmed highlights of the journey for later presentation on *Today*.

'LET THERE BE LIGHT'

SEARCHLIGHTS with combined illumination totaling over 11 billion candlepower will brighten Philadelphia's Independence Mall for the televised 10th annual *Bulletin* Independence Day celebration, July 5. WCAU-TV that city, will cover the events as part of the plans announced by Reginald E. Beauchamp, *Philadelphia Bulletin* special events director. Independence National Historical Park and Independence Hall will be shown during the telecast, which is scheduled for 9:30 p.m.

DUMONT SCORES 'FIRST'

DUMONT Television Network's closed-circuit facilities were utilized on June 23 to present what was said to be "the first direct consumer sales presentation in the financial field of a commodity by a manufacturer." The demonstration, which was conducted at the Remington Rand Electronics Computing Service Center in New York, revolved around the operation of Remington Rand's Univac, electronic system for processing business, engineering and scientific data.

KTRE FEEDS 'RECORD' TIE-UP

KTRE Lufkin, Tex., reports feeding a broadcast to what is believed to be the largest group of Texas radio stations ever connected together. The occasion was the opening of Governor Allan Shivers' campaign for re-election when 62 stations were fed the broadcast, including the combined facilities of the Texas State Network and the Texas Quality Network, according to KTRE.

COMMENTATORS and stations received awards recently from the Chicago Council on Foreign Relations in recognition of their contribution to "world understanding." Receiving awards from Melvin Brorby (c), Needham, Louis & Brorby, are (l to r): Leslie Atlass Jr., who accepted for WIND; Donley Fedderson, winner for his WIND *Forum of the Air;* Clifton Utley, television winner for his newscasts on WNBQ (TV), and Judith Waller, head of NBC Central Division's public affairs and education department. CBS' Edward R. Murrow also received a distinction award *in absentia*.

IN RECOGNITION

Edward J. Lynett, owner, WQAN Scranton, received public service award from Greek government in recognition of his "valuable assistance to earthquake victims of the Greek Ionian Islands" during August of 1953. **Cecil Woodland,** WQAN general manager, also was cited for cooperation.

Film documentary program prepared by KABC-TV Hollywood news and special events dept. last summer, *The Taft Story*, won award from California Associated Press Radio Assn. Program, pieced together of selected film clips, with live narration by Mark Jordan, highlighted the late Senator's career. It was on air within hour after Mr. Taft's death.

WJAR-TV Providence, R. I., awarded Disabled American Veterans certificate of merit for cooperation and courtesies extended to disabled veterans during the past year. Jay Hoffer, promotion manager, received the award for WJAR-TV.

Additional award for best 1953 radio documentary was presented KABC Hollywood for *A Cell in the Country* by Radio-Tv News Club of Southern California at annual presentation ceremonies last month [B•T, June 28]. Station shared honors in category with KNX Hollywood *The Troubled Air*. Also presented was best sports reporting award, to Bill Brundige, KHJ-TV Hollywood.

Leo Egan, sports editor, WBZ-WBZA Boston-Springfield, presented first annual award from students at Cambridge (Mass.) School of Radio Broadcasting for his *Over the Plate* and *All About Sports* programs.

George W. Shannon, farm service director, WWL New Orleans, honored by Louisiana Assn. of Future Farmers of America during its 25th annual convention, for his outstanding work in farm broadcasting.

DALTON A. LeMASURIER, president-general manager of KDAL Duluth, has inaugurated a KDAL Merchandising Award to encourage its advertisers to promote and merchandise their campaigns on the station. Mr. LeMasurier (l) presents the first award to George Conrad, division manager for General Foods, for outstanding merchandising and effective use of KDAL's radio programs.

Noble Sissle and **Phil Goulding,** co-conductors of *Rhythm of America* on WMGM New York, awarded scrolls by United Negro College Fund for promoting good interracial relations in New York City.

American Legion's National Public Relations Commission has commended NBC Radio's

TRANSFORMERS FOR BROADCASTERS
GATES-LOS ANGELES 7501 Sunset Blvd. Tel. Hollywood 2-6351

ANNUAL Philco Award of Merit for outstanding service to the community and its television dealers and service men is presented to Stanley Durwood, president of KEDD (TV) Wichita, Kan., by William Johnson, president of Jonsco Corp., Wichita Philco distributor. Three of these awards are given by Philco each year. At the ceremony (l to r): Dill Dunaway, Jonsco Corp. service manager; Mr. Johnson; Mr. Durwood, and George Smith, KEDD (TV) chief engineer.

ACCEPTING for WEEI Boston a certificate of appreciation for work during the 1954 Easter Seal campaign is Harvey J. Struthers (l), WEEI general manager. Making the presentation is John I. Ahern, vice president, New England Electric System, and Boston area campaign chairman.

Inheritance (Sun., 10-10:30 p.m. EDT) as "a great contribution to the patriotic thinking of Americans and to the Americanism program of the Legion."

Dr. Frances Horwich, conductor of NBC-TV *Ding Dong School,* received honorary doctor of padagogy degree from Bowling Green State U. June 4. She also is recipient of merit award for community service from Northwestern U. Alumni Assn.

Harry Campbell, WLS Chicago announcer, received gold cup second place award in Dupage squadron annual spot landing contest conducted by Civil Air Patrol.

Gene Roberts and **Ed Hallack,** studio supervisor and chief engineer, respectively, KRLD-TV Dallas, Tex., received honorary instructor certificates from Dallas County Chapter, American Red Cross. Seven other KRLD-TV staff members were presented with instructor certificates.

KQV Pittsburgh received commendation at National Catholic Education Assoc. convention for *Sights Unseen,* blindness series, presented in cooperation with local Catholic Guild for the blind.

George J. Abrams, advertising manager, Block Drug Co., Jersey City, presented with "Outstanding Young Advertising Man of the Year" award by Assn. of Advertising Men and Women.

Raymond Walton, sports and news announcer, WIBG Philadelphia, named first annual Audubon, N. J., "Dad of the Year" after letter nomination by his 11-year-old son, Allan.

KXYZ Houston has received American Legion's eighth district Americanism award. It is the first time award went to a Texas radio station, according to Legion officials.

WPTS Pittston, Pa., received certificate from American Legion Auxiliary, same city, in recognition of its "important contribution to the education, entertainment and inspiration of the community . . ."

FOR ITS PROGRAM of public education in traffic safety, WTVJ (TV) Miami, Fla., receives Alfred P. Sloan Highway Safety Award [B•T, May 24]. Accepting the award from Alfred P. Sloan (r), board chairman, General Motors Corp., is Mitchell Wolfson, WTVJ president.

SHELDON PETERSON (c), news and special events director of KLZ Denver, has been presented a public service award from the Assn. of Social Workers of Colorado for his radio program *The Sounding Board,* discussions of community problems. Mr. Peterson here meets with A. J. Auerbach (l), executive director of the Colorado Jewish Community Centers, and Raymond Gordon, executive secretary of the Denver Area Welfare Council.

THE LATEST WCKY STORY

If You Want Results Like These!
1,362,500 Packages of Seeds
Sold in a 13 week campaign
Then—the station you want is
WCKY
THE SELLINGEST STATION IN THE NATION

WCKY

EDUCATION

New York Group Granted Educational Tv Charter

A CHARTER was granted by the New York State Board of Regents on June 25 authorizing formation of the Metropolitan Educational Television Assn., a non-profit organization that plans to establish a non-commercial educational tv station on ch. 25 [WGTV (TV)] in the New York City area.

The association's job is to obtain funds and gifts necessary to construct and operate the station, which will serve New York and Westchester and Nassau counties. It will manage the projected station, developing educational tv services and providing facilities for use by the city's educational institutions.

The application for incorporation of the association was signed by Dr. Buell Gallagher, president, City College of New York; Dr. David D. Henry, executive vice chancellor, New York U.; William Jansen, superintendent of schools of the City of New York; Frank Karelsen, chairman, Metropolitan New York Coordinating Council for Educational Television, and Ordway Tead, member of the Board of Higher Education in New York City.

UCLA-ABC Training Program

A RADIO study group of approximately 40 UCLA students is receiving several weeks of on-the-job training at KABC-ABC Radio Hollywood studios, under direction of network executives and UCLA radio instructor Arthur Friedman. All departments are open to students, who observe and work with regular personnel. The vocational training program was set up by Jack Meyers, production manager, KABC-ABC Radio Western Division, and Mr. Friedman.

Texas Group Asks Continuance

NEWLY-appointed Texas Commission for Educational Television has approved a resolution requesting FCC "to continue for an indefinite time the 18 tv channels reserved for educational use in the state." The educational commission, comprised of representatives of education, business and the communication media, was appointed in mid-June by J. W. Edgar, Texas commissioner of education, at the suggestion of the state legislature.

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
AND NOW—

5000 WATT OUTPUT!

JOS. WEED & CO.
350 MADISON AVE., NEW YORK,
CAN TELL YOU MORE ABOUT

CHNS

HALIFAX NOVA SCOTIA

INTERNATIONAL

Canadian Tvs Boost Share of Audience

Television viewing in the Dominion continues its fast rise, according to Elliott Haynes' report for June.

FURTHER INCREASE in the size of the audience of Canadian tv stations in areas where U. S. stations also can be seen is noted in the June *Teleratings* report of Elliott-Haynes Ltd., Toronto. In the most concentrated tv audience area in Canada, the Toronto-Niagara Falls area where CBLT (TV) Toronto and WBEN-TV Buffalo are the predominant stations, CBLT scored a 60.2 rating with the *Jackie Gleason Show* the first week of June, as against Canadian viewers' first-placed WBEN-TV program *Dragnet* with rating 72.1.

CANADA

Ranked as the first 10 programs on CBLT in June were *Jackie Gleason* 60.2, *Holiday Ranch* 45.9 (Canadian), *Toast of the Town* 35.5, *Our Miss Brooks* 35.2, *Douglas Fairbanks Presents* 32.2 (British), *Liberace* 29.9, *Wrestling* 29.9 (Canadian), *Stock Car Racing* 29.5 (Canadian), *Foreign Intrigue* 28.6, and *Four Star Playhouse* 28.5.

WBEN-TV in the same week had these shows as most popular with Canadian viewers: *Dragnet* 72.1, *Four Star Playhouse* 67.7, *Ford Theatre* 62.1, *Arthur Godfrey* 60.9, *Groucho Marx* 60.5, *Kraft Theatre* 60, *Martin Kane* 58.2, *Top Plays of 1954* 56.6, *Fireside Theatre* 53.4, and *I Love Lucy* 52.8.

On the other side of the continent, at Vancouver, where Seattle and nearby stations are competitive with CBUT (TV) Vancouver, the leading shows on CBUT were *Jackie Gleason* 47.9, *CBC Theatre* 45.8 (Canadian), *Dennis Day* 45.7, *Our Miss Brooks* 45.6, and *Four Star Playhouse* 44.8.

In other Canadian centers, where there is no competitive viewing, sets-in-use figures show a slight drop. Montreal English station, CBMT (TV) Montreal, had a sets-in-use index of 68.6; CBFT (TV) Montreal, French-language station, a figure of 65.2, and CFPL-TV London, an index of 70.1.

Elliott-Haynes Ltd. reports a total of about 686,000 tv sets-in-use in Canada now, with monthly sales averaging about 30,000 sets. From surveys made in cities where new stations have been opened and where there has been no tv viewing before, the report points to sales to about 5% of the homes within a month of start of regular tv programming, to 16% within six months and to 27% within one year.

Tv Network, Station Rates Revised by CBC

NEW CANADIAN Broadcasting Corp. tv network rates, effective July 1, have been announced in rate card number 6 with increases noted in a number of cases. New rates also were announced by CBC for stations CBMT (TV) Montreal, CBUT (TV) Vancouver, and CBOT (TV) Ottawa.

CANADA

The Class A hourly rates of network stations connected by microwave are: CBLT (TV) Toronto, $750; CBOT, $230; CBMT, $470; CHCH-TV Hamilton, $300; CKCO-TV Kitchener, $275; CFPL-TV London, $275; CKLW-TV Windsor, $420 (to start Sept. 1); CBFT (TV) Montreal, $490; CFCM-TV Quebec, $160. Network rates of non-connected network stations are: CHSJ-TV St. John, $165; CKSO-TV Sudbury, $150; CBWT (TV) Winnipeg, $160; CKCK-TV Regina, $160, and CBUT, $250.

New non-network rates announced for CBMT start at $500 an hour Class A time; CBOT, $250, and CBUT, $270.

Canadian Talent Search

A CANADA-WIDE SEARCH for live talent for television and radio has been started by the Canadian Broadcasting Corp., with Geoffrey Waddington, CBC director of music, and Drew Crossan, CBC tv producer, conducting auditions in 20 Canadian cities during July. They will be assisted at each city with one or more local talent adjudicators. Plans are to audition between 1,000 and 1,500 applicants during the talent hunt, with expectations that many of those auditioned will be placed on CBC radio and tv networks this fall and winter.

CANADA

WRUL Ups Spanish Newscasts

TO KEEP Central American listeners abreast of developments in Guatemala, WRUL, international station with studios in New York and transmitters at Scituate, Mass., has stepped up its Spanish newscasts to Central America by three hours a day, plus an extra newscast in English. New schedule, which went into effect on June 19, before the outbreak of the Guatemalan insurrection, will be maintained throughout the present crisis, Walter S. Lemmon, WRUL president, reported.

WRUL programs to Central America are received both by direct shortwave from the U. S. and via a network of local stations organized to rebroadcast them.

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated
Canada: All-Canada Radio Facilities, Limited

Station Authorizations, Applications
(As Compiled by B•T)

June 24 through June 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of May 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,552	528	101
CPs on air	23	21	†296
CPs not on air	111	18	176
Total on air	2,575	549	397
Total authorized	2,686	567	573
Applications in hearing	129	4	183
New station requests	158	5	45
Facilities change requests	139	15	20
Total applications pending	670	98	230
Licenses deleted in May	0	2	0
CPs deleted in May	3	1	10

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

• • •

Am and Fm Summary through June 30

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,592	2,561	161	174	129
Fm	562	536	40	6	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	244	308	552[1]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	256	120	376
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	920	337	713	525	1,239[2]
Educational	54		27	26	54[3]
Total	974	337	740	551	1,291[4]

[1] **Eighty-six CP's (14 vhf, 72 uhf) have been returned.**
[2] **One applicant did not specify channel.**
[3] **Includes 30 already granted.**
[4] **Includes 582 already granted.**

• • •

New Tv Stations . . .

APPLICATION

Scottsbluff, Neb.—Frontier Bcstg. Co. (KFBC-TV Cheyenne, Wyo.) vhf ch. 10 (192-198 mc); ERP 12.3 kw visual, 6.1 kw aural; antenna height above average terrain 618 ft., above ground 117.3 ft. Estimated construction cost $67,000, first year operating cost $48,000, revenue $48,000. Post Office address 2923 East Lincolnway, Cheyenne. Studio and transmitter location, 10.25 miles south of Scottsbluff. Geographic coordinates 41° 42' 46" N. Lat., 103° 38' 52" W. Long. Transmitter and antenna RCA. Legal counsel Bernard Koteen, Washington. Principals include Cheyenne Newspapers Inc. (33%); President **Robert S. McCraken**; Vice President **W. A. Corson** (11.2%); Secretary **O. B. Koerfer** (3.1%); Treasurer **William C. Grove** (13.12%); **Tracy S. McCraken** (5.3%), and **Lillian D. McCraken** (5.3%). Cheyenne Newspapers publishes *Wyoming State Tribune* and *Eagle*. Filed June 28.

Existing Tv Stations . . .

ACTIONS BY FCC

WTOP-TV Washington, D. C. — WTOP Inc. granted mod. of CP for vhf ch. 9 to change ERP to 316 kw visual, 174 kw aural; antenna height above average terrain 530 ft. Granted June 15; announced June 29.

WALB-TV Albany, Ga.—Herald Pub. Co. granted mod. of CP for vhf ch. 10 to change ERP to 56.2 kw aural; antenna height above average terrain 390 ft. Granted June 24.

WCNY-TV Carthage, N. Y.—The Brockway Co. granted mod. of CP for vhf ch. 7 to change ERP to 174 kw visual, 91.2 kw aural. Granted June 10; announced June 29.

WLAC-TV Old Hickory, Tenn.—WLAC-TV Inc. granted mod. of CP for vhf ch. 5 to change studio location to 159 Fourth Ave. N., Nashville. Granted June 23; announced June 29.

REVERSAL PROCESSING
FOR TV
Specializing in one day Reversal Processing and Duplicating for television. Special attention and temperature control within .2 of one degree insure perfect density prints for TV.
Write for free catalogue.
NATIONAL CINE LAB
Box 4425 Washington 17, D. C.

APPLICATIONS

WMSL-TV Decatur, Ala.—Tenn. Valley Bcstg. Co. seeks mod. of CP for uhf ch. 23 to change ERP to 15.8 kw visual, 8.5 kw aural; antenna height above average terrain 348.8 ft. Filed June 23.

KMJ-TV Fresno, Calif.—McClatchey Bcstg. Co. seeks mod. of CP for uhf ch. 24 to change ERP to 170 kw visual, 91.7 kw aural; antenna height above average terrain 2,329.7 ft. Filed June 24.

WGN-TV Chicago, Ill.—WGN Inc. seeks mod. of CP for vhf ch. 9 to change ERP to 158 kw aural; transmitter location to 130 W. Randolph Drive, Chicago; antenna height above average terrain 868.2 ft. Filed June 23.

KAKE-TV Wichita, Kan.—KAKE-TV Inc. seeks mod. of CP for vhf ch. 10 to change ERP to 232 kw aural; transmitter location to 1.3 miles W of Colwich, Kan.; antenna height above average terrain 1,032 ft. Filed June 23.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. seeks mod. of CP for uhf ch. 35 to change studio location to 15 No. Pearl St., Menands, N. Y. Filed June 23.

WILK-TV Wilkes-Barre, Pa.—Wyoming Valley Bcstg. Co. seeks mod. of CP for uhf ch. 34 to change ERP to 789 kw visual, 394.5 kw aural; antenna height above average terrain 1,095 ft. Filed June 24.

CALL LETTERS ASSIGNED

WEDM (TV) Munford, Ala.—Alabama Educational Tv Commission, noncommercial educational ch. 9.

KNAC-TV Ft. Smith, Ark.—American Tv Co., vhf ch. 5.

KOVR (TV) Stockton, Calif.—Television Diablo Inc., vhf ch. 13. Changed from KHOF (TV).

WJRT (TV) Flint, Mich.—WJR, The Goodwill Station Inc., vhf. ch. 12.

KTVT (TV) Salt Lake City, Utah—Intermountain Bcstg. & Tv Corp., vhf ch. 4. Changed from KDYL-TV.

WOAY-TV Oak Hill (Beckley), W. Va.—Robert R. Thomas Jr., vhf ch. 4.

New Am Stations . . .

ACTION BY FCC

Tyrone, Pa.—Cary H. Simpson tr/as Tyrone Bcstg. Co. granted 1580 kc, 250 w daytime. Estimated construction cost $9,280, first year operating cost $32,000, revenue $40,000. Mr. Simpson is ½ owner WKBI St. Marys, Pa., 48% stockholder WFRM Coudersport, Pa., and 31% stockholder WPXY Punxsutawney, Pa. Post office address Box 466, St. Marys, Pa. Granted June 30.

APPLICATIONS

Auburn, Calif.—Melvin L. Munkres, Albert E. Furlong, Howard N. Martineau d/b as Sierra Bcstg. Co., 1490 kc, 250 w, unlimited. Post office address % Melvin L. Munkres, 120 Awali Ave. Estimated construction cost $7,645, first year operating cost $36,000, revenue $48,000. Principals in general partnership include **Howard N. Martineau** (50%), KBID-TV Fresno, Calif., employe; **Melvin L. Munkres** (25%), radio-tv repair work, and **Albert E. Furlong** (25%). Filed June 22.

Marion, Ind.—Chronicle Pub. Co. (WMRI (FM)), 860 kc, 250 w, daytime. Post office address 610 South Adams St., Marion. Estimated construction cost $24,700, first year operating cost $35,000, revenue $50,000. Principals include President **Gardner J. Thomas** (2.65%); Vice President **David B. Lindsay Jr.** (8.04%); Secretary **Richard E. Lindsay** (16.8%); Treasurer **Edward W. Camp** (4.24%), and **Katherine Thomas** (16.8%). Chronicle Pub. Co. publishes the *Leader Tribune, Marion Chronicle* and *Chronicle-Tribune*. Lindsay family owns the Lindsay Newspapers Inc., publishers of the *Sarasota Herald-Tribune* and *Sarasota Journal*, in Sarasota, Fla. Filed June 8.

Henderson, N. C.—Howard V. Harrell d/b as Vance County Bcstg. Co., 1450 kc, 250 w, unlimited. Post office address Hillsboro St., Oxford, N. C. Estimated construction cost $14,767, first year operating cost $27,500, revenue $43,000. Mr. Harrell is chief engineer at WOXF Oxford, N. C. Filed June 22.

Painesville, Ohio—Theodore H. Oppegard & Carl R. Lee d/b as Somerset Bcstg. Co. (WVSC Somerset, Pa.), 1460 kc, 500 w, daytime. Post office address % T. H. Oppegard, P. O. Box 231, Somerset, Pa. Estimated construction cost $21,682, first year operating cost $54,000, revenue $68,000. Principals in general partnership include **Theodore H. Oppegard** (50%), and **Carl E. Lee** (50%). Filed June 22.

Carthage, Tex.—Thomas F. Alford & F. E. Barr d/b as Carthage Bcstg. Co., 1260 kc, 1 kw, daytime. Post office address % T. F. Alford, 1119 Locust St., Texarkana, Ark. Estimated construction cost $17,500, first year operating cost $30,000, revenue $40,000. Principals in general partnership include **Thomas F. Alford** (50%), former 50% owner KDAS Malvern, Ark., and **F. E. Barr** (50%), furniture and appliances. Filed June 22.

Existing Am Stations . . .

ACTIONS BY FCC

KHJ Los Angeles, Calif.—General Teleradio Inc. granted CP to change from DA-1 to DA-N on 930 kc, 5 kw unlimited and to accept any interference caused by new station at Oxnard, Calif., proposed by Oxnard Bcstg. Corp. Granted June 30.

KBIM Roswell, N. M.—Taylor Bcstg. Co. granted CP to increase power from 1 kw to 5 kw on 910 kc daytime. Granted June 30.

WACH Newport News, Va.—Eastern Bcstg. Corp. granted CP to change transmitter location to studio location at 114 24th St., Newport News. Granted June 22; announced June 29.

WRON Ronceverte, W. Va.—Blake Bcstg. Co. granted mod. of license to change studio location to 1.6 miles N of Ronceverte on Rt. 219, Fairlea, W. Va. Granted June 22; announced June 29.

New Fm Stations . . .

ACTION BY FCC

Waltham, Mass.—Charles River Bcstg. Co. granted CP for new Class B fm station on ch. 273 (102.5 mc); ERP 2.95 kw; antenna height above average terrain 82 ft. Granted June 30.

Existing Fm Stations . . .

ACTION BY FCC

WOPI-FM Bristol, Tenn.—Radiophone Bcstg. Station WOPI Inc. granted CP to change ERP to 9.7 kw and antenna height above average terrain to 260 ft. Granted June 30.

Ownership Changes . . .

ACTIONS BY FCC

KBIG Avalon, Calif.—John H. Poole tr/as John Poole Bcstg. Co. granted voluntary assignment of CP to John Poole Bcstg. Co. Mr. Poole retains sole ownership. Granted June 23.

KYOS-KVME (FM) Merced, Calif.—Merced Bcstg. Co. granted voluntary transfer of control to Charles O. Chatterson and Glenn E. McCormick through sale of all stock for $150,000. Mr. McCormick is president-majority stockholder KSLM Salem, Ore., and KGLM Chehalis, Wash. Mr. Chatterson is president-stockholder KWLK Longview, Wash. Granted June 30.

KLZ-AM-TV Denver, Colo.—Aladdin Radio & Tv Inc. granted voluntary transfer of control and assignment of license to LTF Bcstg. Corp. for $3,533,760. LTF will have 77.3% interest and Printing Development Inc. 22.7%. LTF Bcstg. and Printing Development are subsidiaries of

Time Inc., publisher, 80% owner KDYL-AM-FM-TV Salt Lake City, Utah, and 50% owner KOB-AM-TV Albuquerque, N. M. Granted June 25.

WBLN (TV) Bloomington, Ill.—Cecil W. Roberts granted assignment of CP for uhf ch. 15 to WBLN Tv Inc. No consideration involved. Granted June 23.

WAAB Worcester, Mass.—WAAB Inc. granted voluntary transfer of control to George F. Wilson (80%) and Kathleen I. Wilson (20%). No consideration involved. Granted June 24.

WAAB-TV Worcester, Mass.—Wilson Enterprises Inc. granted assignment of CP for uhf ch. 20 to WAAB Inc. No consideration involved as application is for merger purposes and ownership is retained by George F. and Kathleen I. Wilson. Granted June 24.

WGAN-AM-TV Portland, Me.—Guy Gannett Bcstg. Services granted involuntary transfer of control to Old Colony Trust Co., Jean G. Williams and John H. Gannett, executors and trustees of the estate of Guy Gannett (99%), deceased. Granted June 24.

WCOW South St. Paul, Minn.—Victor J. Tedesco, Albert S. Tedesco, Antonio S. Tedesco and Nicholas Tedesco d/b as South St. Paul Bcstg. Co. granted voluntary assignment of license to Victor J. Tedesco, Nicholas Tedesco and Antonio S. Tedesco d/b as South St. Paul Bcstg. Co. Victor J. and Nicholas Tedesco obtain 25% interest of Albert Tedesco in exchange for $5,000 and their ⅔ interest in KDUZ Hutchinson, Minn., and each will now own 37½%. Granted June 30.

KDUZ Hutchinson, Minn.—Victor J. Tedesco, Albert S. Tedesco and Nicholas Tedesco d/b as McLeod County Bcstg. Co. granted voluntary assignment of license to Albert S. Tedesco and Patricia W. Tedesco d/b as McLeod County Bcstg. Co. Mr. Albert Tedesco obtains remaining ⅔ interest in exchange for his 25% interest in WCOW South St. Paul, Minn., and $5,000. Granted June 30.

WHED Washington, N. C.—Beaufort Bcstg. Co. granted assignment of license to Pamlico Bcstg. Co. for 1-year lease at $300 per month with option to buy for $25,000. Granted June 30.

KASH Eugene, Ore.—Radio Air Ways Inc. granted voluntary acquisition of control by E. L. Kincaid through purchase of 49.8% stock interest of G. G. Van de Vlugt for $75,000. Mr. Kincaid will now own 99.6% interest. Granted June 30.

APPLICATIONS

WSGN-AM-FM Birmingham, Ala. — Jemison Bcstg. Co. seeks voluntary transfer of control through sale of all stock to wholly owned company, Tepper Brothers Inc., for $25,000. Principals include President **Robert M. King**; Vice President **Cly de Reagen**, and Secretary **W. B. White Jr.** Filed June 23.

KCOK-KVVG (TV) Tulare, Calif.—Sheldon Anderson seeks voluntary assignment of license to Sierra Bcstg. System for $175,000. Principals include **Byron J. Walters** (45%), Los Angeles Municipal Court Judge; **Cordell W. Fray** (45%), tv and motion picture producer, and **Milton M. Stewart** (0.7%), building industry. Filed June 24.

Aurora, Colo.—Arline S. Hodgins seeks voluntary assignment of permit for new am station on 1430 kc to David M. Segal tr/as Mid-America Bcstg. Co. for $3,000. Mr. Segal is owner of KUDL Kansas City, Mo., KDKD Clinton, Mo., 77½% owner WGUM Greenville, Miss., and 79% owner KTFS Texarkana, Tex. Filed June 23.

WINZ Miami-Hollywood, Fla. — Hollywood Bcstg. Co. seeks transfer of control to Rex Band through sale of approximately 64% interest for $35,000. Mr. Band is president of WINZ and president-stockholder ch. 33 WMFL (TV) Miami. Filed June 22.

West Palm Beach, Fla.—WEAT-TV Inc. seeks acquisition of positive control of ch. 12 permittee by James Robert Meachem through purchase of 150,000 shares of stock for WEAT-AM. Mr. Meachem formerly owned 20.36% interest and will not own 50.58%. Filed June 24.

WJPF Herrin, Ill.—Orville W. Lyerla seeks voluntary assignment of license to Egyptian Bcstg. Co. "Voice of Egypt." No consideration involved as Mr. Lyerla retains 99.6% interest. Filed June 23.

WKAI Macomb, Ill.—Macomb Bcstg. Co. seeks voluntary transfer of control to William E. Schons and Edward Schons through sale of 60% interest for $22,027. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Filed June 23.

KLIL Estherville, Iowa—Estherville Bcstg. Corp. seeks voluntary transfer of control to Edward Schons and William E. Schons through sale of 50% interest for $19,000. Messrs. Edward and William Schons, associated in the ownership of WDUZ Green Bay, Wis., and WMAW Menominee, Mich., will each now own 50% interest. Filed June 23.

KXGI Ft. Madison, Iowa—KXGI Inc. seeks voluntary transfer of control to J. R. Livesay, R. Karl Baker and Greg Rouleau through sale of all stock for $44,000. Principals include **J. R. Livesay** (⅓), president-general manager-50.5% stockholder WLBH-AM-FM Mattoon, Ill., and president-33.7% stockholder WHOW Clinton, Ill.; **R. Karl Baker** (⅓), general manager-10% stockholder WLOS-AM-FM Jacksonville, Fla., and **Greg Rouleau** (⅓), general manager KXGI. Filed June 23.

KTAG-TV Lake Charles, La.—KTAG-TV Inc. seeks transfer of control to Warren Berwick, Harold Knox and R. B. McCall Jr. through stock redistribution and debenture reapportionment. Filed June 24.

WGUY-AM-FM Bangor, Me.—Murray Carpenter seeks assignment of license to Sherwood Tarlow for $17,000 plus 4-year lease at $375 per month. Mr. Tarlow is owner-general manager WHIL Medford, Mass., ½ owner Mass. Teleradio Bcstg. Corp., applicant for ch. 5 at Boston, and applicant for new am stations at Beverly, Plymouth and Newburyport, Mass. Filed June 24.

WCIO-TV Detroit, Mich. — UAW-CIO Bcstg. Corp. of Mich. seeks voluntary assignment of license to Woodward Bcstg. Co. for $100. Woodward Bcstg. is applicant for ch. 50 at Detroit and will dismiss this bid upon FCC approval. Principals include President-Treasurer **Max Osnos** (93%), department store, retail drugs; Vice President **Jacob Kellman** (4.5%), department store; **Waldo Abbott** (1.2%) U. of Mich. professor, and **George Edwards** (1.2%), Probate Court judge. Filed June 25.

WATZ Alpena, WMBN Bear Creek Twp., Clam Lake Twp., WATC Gaylord, WTCM-WPBN-TV Traverse City, Mich.—Midwestern Bcstg. Co. seeks voluntary acquisition of control of licensee corporation by Les Biederman. Edward Biederman transfers 225 shares of stock as a gift, 35 shares to corporation and 190 shares to Les Biederman. Les Biederman will now own 50.77% interest. Filed June 23.

WPME Punxsutawney, Pa.—Sheridan W. Pruett, Andrew G. MacCombee and Charles M. Erhard Jr. d/b as Punxsutawney Bcstg. Co. seek voluntary assignment of license to Punxsutawney Bcstg. Co. No consideration involved as principals remain the same. Joseph A. Pelletier obtains 3% interest in payment of consulting engineering services. Filed June 24.

WIAC Santurce, P. R.—Radio Station WIBS Inc. seeks voluntary relinquishment of control by Jose E. del Valle through sale of 12½% interest for $15,000 to WIAC chief engineer Tomaz Muniz who will now own 25% interest. Filed June 22.

WBEU Beaufort, S. C.—Louis M. Neale Jr. and John M. Trask d/b as Beaufort Bcstg. Co. seek assignment of license to Beaufort Bcstg. Co. for $20,900. John M. and Flora G. Trask will now be sole owners. Filed June 24.

WTTN Watertown, Wis.—Watertown Radio Inc. seeks transfer of control to Carl V. and Marcella E. Kolata through sale of 40 shares of stock for $10,250. Mr. & Mrs. Kolata will now be sole owners. Filed June 24.

Hearing Cases . . .

OTHER ACTIONS

Denver, Colo.—Vhf ch. 7 protest. FCC by memorandum opinion and order, denied an April 27 petition by Denver Television Co., loser in comparative hearing for ch. 7, requesting reinstatement of its application, revocation of KLZ-TV CP and grant of Denver Television Co. application, and withholding of action on KLZ transfer meanwhile. Action June 25.

Orlando, Fla.—FCC designated for hearing on July 23 applications of WORZ, WHOO and Mid-Florida Tv Co. for new tv station on vhf ch. 9. Action June 24.

Beaufort, N. C.—Richard Ray Cummins. FCC designated for hearing bid for new am station on 1400 kc, 250 w unlimited and made WGTN Georgetown, S. C., and WLSE Wallace, N. C., parties to proceeding. Action June 30.

Levittown, Pa.—Levitt-Fairless Hills Bcstrs. FCC designated for hearing application for new am station on 1490 kc, 250 w unlimited with applications of Mercer Bcstg. Co., Trenton, N. J.; Delaware Valley Bcstg. Corp., Morrisville, Pa., and O'Keefe, Dash & Waterbury, Levittown-Fairless Hills, Pa., all requesting same facilities; made WDAS Philadelphia, WLDB Atlantic City and Greenwich Bcstg. Co., Greenwich, Conn., parties to proceeding. Action June 30.

Toledo, Ohio—FCC designated for hearing on July 23 the applications of WTOL, WTOD, Toledo Blade Co., Citizens Bcstg. Co., Maumee Valley Bcstg. Co., Great Lakes Bcstg. Co. and Anthony Wayne Tv Corp. for new tv station on vhf ch. 11. Action June 24.

Proposed Rules on Political Broadcast Charges—The Commission proposed rule making to incorporate in its am, fm and tv broadcast rules a 1952 amendment to the Communications Act which stipulates that the charges made by any broadcast station for broadcasts by a legally qualified candidate for public office shall not exceed the charges made for comparable use of the station for other purposes. Comments will be received on or before July 26. Action June 24.

Anderson, S. C.—FCC, by memorandum opinion and order, denied protest of June 1 by William E. Hall, permittee of Tv station WAIM-TV, ch. 40, Anderson, S. C., directed against Commission action of April 30 in granting without hearing application of Spartan Radiocasting Co. (WSPA-TV) for mod. of CP (BMPCT-2042) to locate its tv transmitter on Paris Mountain, etc. Comrs. Hennock and Bartley dissented. Action June 30.

Tv Allocation—Uhf ch. 79 to Toledo, Ohio On petition filed May 20, 1954, by Woodward Bcstg. Co., Detroit, Mich., the Commission invites comments on or before July 19 to rule making proposal to assign tv ch. 79 to Toledo, Ohio. Action June 24.

Tv Assignments—On petition by KTRB Bcstg. Co., Modesto, Calif., filed June 2, the Commission invites comments on or before July 19 to tv rule making proposal to assign ch. 70 in lieu of ch. 15 to Port Chicago, Calif., and ch. 35 in place of ch. 28 to Salinas-Monterey, Calif. Action June 24.

Hearing Calendar . . .

July 6

Indianapolis, Ind.—Vhf ch. 13, further hearing conference before Examiner Millard F. French—WIRE, WIBC Inc., Mid-West Tv Corp. and Crosley Bcstg. Corp.

Central City, Ky.—New am, 1380 kc, further hearing conference before Examiner Hugh B. Hutchinson—L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co., Muhlenberg Bcstg. Co.

Buffalo, N. Y.—Vhf ch. 7, further hearing conference before Examiner H. Gifford Irion—Great Lakes Tv Inc., Greater Erie Bcstg. Co., WKBW.

Odessa, Tex.—Vhf ch. 7, further hearing before Examiner John B. Poindexter—Odessa Tv Co. (a joint venture) and Clarence E. Wilson and Philip D. Jackson d/b as Odessa Tv Co.

July 7

Jacksonville, Fla.—Vhf ch. 12, further hearing before Examiner Charles H. Frederick—WJAX, WPDQ and Fla.-Ga. Tv Co.

July 8

Charlotte, N. C.—Vhf ch. 9, further hearing before Examiner H. Gifford Irion—WSOC, Piedmont Electronics & Fixture Corp. and Carolinas' Tv Corp.

July 9

Oakland, Calif.—Vhf ch. 2, before Examiner Thomas H. Donahue—KROW, Television East Bay, Channel Two Inc., San Francisco-Oakland Tv Inc.

Wichita Falls, Tex., Lawton, Okla.—New am, 1050 kc, further hearing before Examiner Thomas H. Donahue—White Radio Co.

Rule-Making Petitions . . .

6-17-54—Jackson Bcstg. & Television Corp., Jackson, Mich.—Petition for Amendment of Sec. 3.607, 3.611, and 3.606 of the Commission's Rules and Regulations (Sec. 3.607, 3.611 and 3.606 ch. 10).

6-22-54—Trinity Bcstg. Corp., El Paso, Tex.—Petition for Amendment of Sec. 3.606 Table of Assignments, Rules Governing Television Stations (3.606 ch. 13).

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6-22-54—Daytime Bcstrs. Asso. Inc., Mattoon, Ill.—Response of Radio Service Corp. of Utah, licensee of KSL, Salt Lake City, Utah, to Petition for Amendment of Part 3 of the Rules and Regulations Concerning Daytime Operation filed by Daytime Broadcasters Operation (Part 3).

6-23-54—Radio Americas Corp., Mayaguez, P. R.—Petition for Amendment of Sec. 3.606 Table of Assignments for Television Stations, San Juan, P. R. (chs. 11 and 6) (Sec. 3.606).

Routine Roundup . . .

June 17 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Fanney N. Litvin

WOL Washington, D. C., Peoples Bcstg. Corp.—Granted petition for leave to amend its application (Docket 9967; BR-1130), to show substitution of Washington Bcstg. Corp. as the applicant (action of 6/21).

Little Rock, Ark., Arkansas Tv Co.; No. Little Rock, Ark., Arkansas Telecasters Inc.—By Memorandum Opinion and Order, denied petition of Arkansas Tv Co., to enlarge the issues in proceeding re ch. 11 (Dockets 10610-11), so as to include a determination of whether the available funds of Ark. Telecasters will give reasonable assurance that the proposal set forth in its application will be effectuated (Action of 6/18).

By Hearing Examiner John B. Poindexter

Huntington, W. Va., Greater Huntington Radio Corp., Huntington Bcstg. Corp.—Postponed from June 28 to July 12 the hearing in re ch. 13 (Dockets 10863, 10865) (Action of 6/14). Also granted petion of Greater Huntington for leave to amend its application to show certain changes in officers and directors (Action of 6/21).

By Hearing Examiner Elizabeth C. Smith

Portland, Ore., Westinghouse Radio Stations Inc., Portland Tv Inc., No. Pacific Tv Inc., Cascade Tv Co.—Denied request of Portland Tv and No. Pacific for supplemental findings in re proceeding for ch. 8 (Dockets 9136 et al). Also denied motion by Westinghouse to strike "rebuttal" of North Pacific filed Oct. 29; and denied petition of North Pacific to reopen the record in this proceeding.

By Hearing Examiner Claire W. Hardy

WCBI, Columbus, Miss., Columbus Bcstg. Co.—Granted petition for leave to amend its am application (Docket 10882; BP-8977), so as to redesign its daytime directional pattern.

By Hearing Examiner Hugh B. Hutchison

Central City, Ky., Central City-Greenville Bcstg. Co., Muhlenberg Bcstg. Co.—On petition of Central City-Greenville, cancelled oral argument scheduled for June 21, and continued hearing to July 2; further ordered that the hearing on that date will commence with a conference between Hearing Examiner and representatives of all parties to the proceeding, and the taking of testimony will commence July 6 (Dockets 10849, 11628) re am applications.

By Hearing Examiner Charles J. Frederick

Pittsburgh, Pa., Westinghouse Bcstg. Co., WWSW Inc., Pittsburgh Radio Supply House Inc.—Scheduled August 2, as the date for taking oral testimony in proceeding re ch. 11 (Dockets 8694 et al).

June 24 Applications

ACCEPTED FOR FILING

License for CP

KDBC Mansfield, La., De Soto Bcstg. Corp.—License to cover CP (BP-8913) as mod., which authorized new standard broadcast station (BL-5342).

KMRC Morgan City, La., Tri-City Bcstg. Inc.—License to cover CP (BP-8677) as mod., which authorized new standard broadcast station (BL-5340).

WLAS Jacksonville, N. C., Seaboard Bcstg. Corp.—License to cover CP (BP-8893) as mod., which authorized new standard broadcast station (BL-5345).

WDIA Memphis, Tenn., Bluff City Bcstg. Co.—License to cover CP (BP-8343) as mod., which authorized change frequency; power, hours of operation, transmitter location; type transmitter and installation of directional antenna for day and night use (DA-2) (BL-5341).

WJPG Green Bay, Wis., Green Bay Newspaper Co.—License to cover construction permit (BP-8949) as mod. which authorized increase in daytime power, installation of new transmitter and make changes in daytime DA (BL-5339).

Remote Control

KSFA Fort Smith, Ark., Southwestern Radio and Television Co.—(BRC-426).

WGNR New Rochelle, N. Y., Radio New Rochelle Inc.—(BR-2577 resubmitted..)

WICK Scranton, Pa., Scranton Radio Corp.—(BR-2944.)

Modification of CP

WTAO-TV Cambridge, Mass., Middlesex Bcstg. Corp.—Mod. of CP (BPCT-1485) as mod., which authorized new tv station for extension of completion date to 1-5-55 (BMPCT-2207).

Modification of License

WKNY Kingston, N. Y., J. K. C. Bcstg. Corp.—Mod. of license to change name from J. K. C. Bcstg. Corp. to Kingston Bcstg. Corp. (BML-1588).

Applications Returned

WSSO Starkville, Miss., Grady Imes, Miss Ruth Hartness, Executrix of the Estate of James P. Hartness, deceased, C. C. Hollinshead and Joe Phillips, a Partnership d/b as The Starkville Bcstg. Co.—Voluntary assignment of license to Joe Phillips, Grady Imes, C. C. Hollinshead and Mrs. Harriet K. Harness, d/b as The Starkville Bcstg. Co. (application incomplete).

KBOY Medford, Ore., Clarence E. Wilson and P. D. Jackson d/b as Medford Bcstg. Co.—Voluntary assignment of license to Clarence E. Wilson, P. D. Jackson and William H. Hansen, d/b as Medford Bcstg. Co. (filed on wrong form).

License for CP

KRON-FM San Francisco, Calif., The Chronicle Pub. Co.—License to cover CP (BPH-869) as mod. which authorized new fm station (BLH-975).

WSEI (FM) Effingham, Ill., Illinois Bcstg Co.—License to cover CP (BPH-1925) which authorized new fm station (BLH-976).

WSJS-FM Winston-Salem, N. C., Piedmont Pub. Co.—License to cover CP (BPH-1914) which authorized new fm station (BLH-973).

WRHI-FM Rock Hill, S. C., James S. Beaty, et al d/b as York County Bcstg. Co.—License to cover CP (BPH-1864) which authorized new fm station (BLH-974).

Modification of CP

WHBT-FM Harriman, Tenn., Harriman Bcstg. Co.—Mod. of CP (BPH-1859) which authorized new fm station for extension of completion date (BMPH-4924).

Remote Control

WRVC (FM) Norfolk, Va., Larus & Brother Co.—(BRCH-93.)

Renewal of License

KCSM (FM) San Mateo, Calif., San Mateo Junior College District—(BRED-116.)

WBJC (FM) Baltimore, Md., Baltimore Junior College—(BRED-75.)

WMMI (FM) Meridian, Miss., Meridian Municipal Jr. College—(BRED-72.)

Modification of CP

WTBO-TV Cumberland, Md., Maryland Radio Corp.—Mod. of CP (BPCT-1146) which authorized new tv station for extension of completion date to 2-1-55 (BMPCT-2218).

KMBC-TV Kansas City, Mo., WHB Bcstg. Co.—Mod. of CP (BPCT-292) as mod., which authorized new tv station to change corporate name to KMBC Bcstg. Co. (BMPCT-2220).

KGGM-TV Albuquerque, N. M., New Mexico Bcstg. Co.—Mod. of CP (BPCT-1393) as mod. which authorized new tv stations for extension of completion date 10-6-54. (BMPCT-2217).

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—Mod. of CP (BPCT-1475) as mod., which authorized new tv station for extension of completion date to 12-4-54 (BMPCT-2216).

June 25 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted petition for extension of time to July 12 within which to file its reply to the petition of Southland Industries Inc., for leave to intervene in proceeding re Dockets 11024 et al.

Point Pleasant, W. Va., Hi Kinco Bcstrs.; Spencer, W. Va., Ohio Valley on the Air Inc.—Denied petition of Ohio Valley for leave to amend its am application (Docket 11023), for the purpose of submitting additional material in support of said application.

Shreveport, La., Southland Tv Co., Radio Station KRMD, Shreveport Tv Co.—Granted in part petition of Southland Tv for extension of time in which to file exceptions to initial decision in re ch. 12 (Dockets 10522 et al), and the time was extended to and including July 8.

Memphis, Tenn., WREC Bcstg. Service, WMPS Inc.—Granted petition of WMPS Inc. for extension of time to and including June 25 within which an appeal may be filed to Examiner's ruling made on June 15, with respect to acceptance of certain depositions and exhibits in proceeding re ch. 3 (Dockets 10761-62).

By Hearing Examiner Harold L. Schilz

Chief Broadcast Bureau—Granted petition for an extension of time from June 18 to June 23 within which to submit proposed findings in re applications of Radio Associates Inc. and WLOX for ch. 13 in Biloxi, Miss. (Dockets 10844-45).

By Hearing Examiner Isadore A. Honig

Omaha, Neb., KFAB Bcstg Co., Herald Corp.—The Examiner, on his own motion, ordered that the further hearing conference in proceeding re ch. 7, previously scheduled for June 24, be adjourned until some date thereafter to be designated (Dockets 9009, 10909).

By Hearing Examiner Elizabeth C. Smith

WCUE Akron, Ohio, Akron Bcstg. Corp.—Granted petition for leave to amend its application (Docket 10851; BP-8478), to submit a revised program schedule.

By Hearing Examiner H. Gifford Irion

WJET Erie, Pa., The Jet Bcstg. Co.—Granted petition to reopen the record in proceeding re Docket 10732, for admission of supplemental engineering data, and thereupon closed the record; and extended the final date for the submission of proposed findings in this proceeding from June 28 to July 6, and the date for submission of conclusions and objections to such findings is extended from July 8 to July 15 (Action taken 6/23).

On request of applicants, continued from June 29 to July 6, the hearing conference scheduled in proceeding re applications of Great Lakes Tv Inc., et al for ch. 7 in Buffalo, N. Y. (Dockets 10968 et al) (Action taken 6/22).

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc.—On request of Ottaway Stations, extended to and including June 28 the time for filing replies to proposed findings in proceeding re ch. 40 (Dockets 10681-82) (Action taken 6/24.)

Detroit, Mich., Booth Radio & Tv Stations Inc., Woodward Bcstg Co.—Ordered that the parties in proceeding re ch. 50 (Dockets 10660-61), shall submit copies of their direct cases to each other and to the Chief Broadcast Bureau and to examiner at a time to be scheduled by future order and introduce into evidence their direct cases at a further hearing to be scheduled by future order (Action taken 6/23).

(Continued on page 92)

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MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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1735 DESALES ST., N.W., WASH. 6, D. C.

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. Ability and experience in sales main requisites, programming desirable. Prefer family man desiring to settle. High calibre person. Civic minded. Educated. Worker. Eventual part ownership possible. Midwest. Daytimer. Submit ability and character references, salary needed, resume, photo. Box 862D, B•T.

Manager. 5 kw near Chicago. Great opportunity for right man. Strong on sales, economy minded. Box 885D, B•T.

Manager wanted for daytime station in one of ten largest metropolitan markets. Must have previous sales manager experience. Fine chance for advancement. Box 896D, B•T.

Salesmen

A central Pennsylvania radio station with tv operation soon to begin, needs an aggressive, hard-hitting salesman who can become part of an organization that has plenty of broadcasting know-how. The man we want has the ability to handle top local accounts, develop "package sales" and give merchandising assistance to clients. Compensation is commensurate with ability to produce . . . the sky's the limit. Excellent list of basic accounts ready to turn over to the right man. Give full details in letter with photo. Box 814D, B•T.

Salesman. First class ticket desirable. Midwest. Daytimer. Good market. Looking for person interested on long term basis, no floaters. Box 863D, B•T.

Want hard worker. Specify salary or percentage required. Midwest. Box 876D, B•T.

Immediate need. Aggressive salesman in market of more than 300,000. Midwestern city. Excellent drawing account and 15% commission. Income limited only by sales ability. Second year income should be in five figures. Must be of temperate habits. Prefer family man. Box 894D, B•T.

Experienced radio salesman wanted. Prefer Fred Palmer graduate. Established 1,000 watt southwest Mutual station, friendly town of 8,500. Permanent position. Send complete account of sales background, references and salary expected. Contact Dave Button, Manager, KSVP, Artesia, N. M.

WFAR, Farrell, Pa., target date mid-August, has commercial manager opening.

Top salesman wanted. Salary-commission, growing area. Great opportunity upward for the right man. WHFB, Benton Harbor, Michigan.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman wanted: Wonderful opportunity for right man. Chance for advancement to commercial manager. Top draw against commission. Do not apply unless you have good personal and sales record. WTJH, East Point, Georgia.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Girl DJ needed at once. Must be good, have office experience. Send tape, other facts, Box 853D, B•T.

KOA-Radio wants top RFD to ride herd on station's extensive farm service programming. West or midwest agriculture background necessary. All replies confidential. Contact Jim Atkins, KOA, Denver.

WFAR, Farrell, Pa., target date mid-August, has opening for announcer.

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Help Wanted—(Cont'd)

Combo with first class ticket. No maintenance; strong DJ, news. Salary commensurate with experience. Full-time kw indie. Send background, tape, photo to General Manager, WITY, Danville, Illinois.

Combination man . . . announcer and play-by-play sports for football and basketball. No summer play-by-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Announcer wanted immediately. Wide awake morning man to do hillbilly record show. Must be able to do commercials that sell. Excellent pay and working conditions. WTJH, East Point, Georgia.

Technical

Engineers and operators for tv and am station located in large midwest city. Please supply education, experience and snapshot. Reply Box 789D, B•T.

Chief engineer interested in good place to work. Must do some general announcing. 250 watt midwest Mutual willing to pay good salary for good, experienced man. Box 831D, B•T.

Engineer-announcer. Established station in mid-south community wants stable, capable 1st class engineer who can do some announcing. Must have good references. Apply to Bill Hart, KBTM, Jonesboro, Arkansas.

Chief engineer-announcer—proficient at both, 1 kw full-time independent. Salary open. Wire collect, Program Director, KGBC, Galveston, Texas.

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Dave Button, Manager, KSVP, Artesia, New Mexico.

First phone operator for network station. Contact WSYB, Rutland, Vermont.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Need program director-announcer. Some sales. Illinois. Box 877D, B•T.

Experienced tv film salesman, film editors, script writers, cameramen, directors, send resume to William A. Riddle, Television Broadcasting Service Inc., 91 Central Park West, New York 23, N. Y.

Television

Help Wanted

Salesmen

A leading vhf network-affiliated station in one of the south's major markets has an immediate opening for an experienced television salesman. Southern background preferred. Good salary and incentive bonus plan. Write full details first letter. All replies held in strictest confidence. Box 893D, B•T.

Help Wanted—(Cont'd)

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Announcer

Wanted: WUSN-TV, channel 2, Charleston, S. C., is accepting applications, and will need the following personnel in early September: experienced male and female personalities, capable of diversified operational activities; film men; cameramen; engineers. Submit experience and salary requirements.

Announcer, experienced for vhf. Send resume, photo, tape and references. Also engineer for vhf. Send resume and references. Box 139 Albany, Georgia.

Production-Programming, Others

Artists for midwestern metropolitan tv station. Send details and minimum financial requirements. Box 898D, B•T.

Situations Wanted

Managerial

I sincerely believe, you'll not find a more capable experienced, industrious, well-recommended, mature radio man for your operation. Be it sales, programming, administration. For particulars, Box 856D, B•T.

Salesmen

Salesman: Extensive all 'round radio background. Can sell, announce, program, write copy, handle personnel. Stable and dependable. Box 871D, B•T.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 770D, B•T.

Several months experience. Strong news, DJ, easy style. Draft exempt. Box 781D, B•T.

Newsman: 6½ years radio. Authoritative, commercial delivery. Young, single. Interested major market—5 kw up. Box 841D, B•T.

If you desire announcer with superb voice, drop me a line. Box 845D, B•T.

Radio announcer, many years experience. Year and half tv. Forty years old. Full particulars on inquiry. Box 849D, B•T.

Outstanding play-by-play man now employed as sports director, midwest am and tv in medium market, ready for bigger things. Available August 1st. Interested in West Coast metropolitan area with tv. Complete brochure, top references, tape and film. Box 851D, B•T.

Two combo men, first phone, desire jobs immediately. Prefer coasts of California, Texas, Florida or overseas. Box 854D, B•T.

Announcer. Four years experience network, independent stations. College graduate. Finest recommendations. Box 857D, B•T.

Graduate radio school-staff-news-sports. Single. Desires opportunity anywhere in U. S., good appearance. Have limited experience. Tape, picture on request. Box 859D, B•T.

Opportunity knocks! Chance to engage young announcer, BA degree, single, vet, mature voice. Versatile from sports to classical music and operate board. Particularly strong popular DJ, classical, newscasting and editing. SRT graduate, approx. 2 years experience, plus 1 year AFRS. Box 860D, B•T.

News editor. Anywhere East, Maine to Florida. Resume. References. Tape. Box 878D, B•T.

Situations Wanted (Cont'd)

Announcer—DJ—13 years experience, news, music, play-by-play sports. Now program director, wishing to change to larger market on active air work. Married with family. Would consider good stable position with opportunity for advancement. Box 880D, B•T.

Experienced announcer, seeking security. Presently employed. Box 883D, B•T.

Sportscaster—Experienced all types play-by-play. Have first phone-combo experience. Want to concentrate on sports with engineering or announcing secondary. Box 884D, B•T.

Announcer staff—One year experience, will travel, relocate. Veteran, tape, resume. Box 886D, B•T.

Announcer—presently employed—desires change. 2 years all-around experience. Box 887D, B•T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 888D, B•T.

Experienced all-around announcer. Good all phases operations. Excellent selling voice. Strong sports, play-by-play. Desirous city approximately 100,000. Tapes, resume. Furnished proof in pudding. Box 889D, B•T.

Announcer, light experience, commercial voice, DJ, news sports, board, tape. Box 890D, B•T.

Announcer, vet, DJ, strong news, commercials, experienced, travel. Resume. Tape. Box 891D, B•T.

Light experience, personality DJ, news, control board, strong comm. Will sell. Baritone, neat appearance. Just try me. Personal audition within 300 miles of N.Y.C. Box 892D, B•T.

Sports commentator—and that only. Age 35. Power-packed analyst. Wants station in large city. Box 895D, B•T.

Announcer, morning man. Experienced all phases, 2 years program director, 6 years radio. BA degree. Married. Prefer am-tv outlet east coast but will consider all replies. Want permanent position with promise of advancement for initiative. Presently employed. Call N.Y.C. Gedney 4-1918. Box 897D, B•T.

Newswriter, 2½ years newspaper, 3 months radio-tv experience. Veteran, single. Box 899D, B•T.

Experienced, versatile announcer. News, smooth night dee jay. Special events. Employed. Mature. Want locate reasonably near New York City. Box 900D, B•T.

Eight years in radio-tv as staff announcer and accordionist. Dee jay, news and continuity. As accordionist—any style music. Ambition. Married, age 32. Bob Barry, 303 Belmont Ct., Burlington, Iowa.

Recent graduate of announcers school, seeking employment. Even as summer replacement. Information on request. Robert Daniels, Hoopeston, Illinois.

Veteran radio newsman originally from midwest, last nine years Florida. News and sports director, extensive experience as stringer for major wire services and Florida dailies. Age 36, married, two children. Travel anywhere for right opportunity. Available for personal interview. Bob Delaney, 1921 Atapha Nene, Tallahassee, Fla. Phone 2-8681.

Announcer-newscaster-newswriter. Disc jockey, am and tv. Excellent voice. Experience. College BA, MA. Sales background. Single top references. Resume, tape. Larry Durand, WITY, Danville, Illinois. Phone 1312.

Female personality, presently daily commentator, slight British accent, can write, office experience. Specialize women's DJ show. Ronnie Jennings, 18 Fayette Street, Concord, New Hampshire.

Combo man—three years most phases radio, some tv. Excellent voice. Desire permanent position. Self-starter. Call 5-5967, Dennis O'Malley, 1824 Ave. M, Galveston, Texas.

Negro-jive-spirituals, little experience, tape, ticket, references. Buddy Redd, 107 Princeton, Hempstead, N. Y.

Situations Wanted (Cont'd)

Announcers-writers, thoroughly trained all phases by top professionals. Midwestern Broadcasting School, 228 S. Wabash Ave., Chicago 4, Ill. Wabash 2-0712.

Top-flight announcers, copywriters, engineers. Tapes available. Academy of Broadcast Arts, 10 East 40th Street, New York 16. MU 6-3714.

Technical

Assistant chief wants job as chief. 10 years experience with one station. Box 796, B•T.

Recording engineer wants work as music or dubbing mixer with major recording or film studio. Box 797D, B•T.

Experienced 1st phone engineer, former chief. Good voice with news, DJ and interview experience. Want New England or New York area location. Family and community man. Require $120. week. Write Box 852D, B•T.

Am-tv engineer desires to relocate. 6 years experience all phases—emphasis xmtrs. Permanent jobs preferred. Box 867D, B•T.

Chief engineer, wide experience all phases, good voice but announcing secondary. Amateur licensee. Family. Southwest preferred. Any size station. Employed. Box 869D, B•T.

Engineering director, chief engineer or construction engineer for company or individual with expansion ideas for minimum cost. Complete experience and top record in all phases of am, fm and tv from design and FCC applications, through construction and operation—100 watts to 50 kw am, vhf or uhf. Age 40, well educated, family man, with top references. Box 903D, B•T.

Production-Programming, Others

Girl Friday. Continuity, traffic, mike work. Excellent references. Midwest preferred. Box 790D, B•T.

Program director: 10 years experience, 5 as program director. Family man, age 27. Desire position as program director or producer in metropolitan radio or tv station. Available August 1st. Box 865D, B•T.

Farm director, high school graduate, exerienced other phases too. Good voice, now employed. Prefer upper midwest or New England area. Will consider others too. Box 902D, B•T.

Television

Situations Wanted

Managerial

As commercial manager put television station on air in black in 5 months. Before that, doubled billings of radio station in 5 years that had been on the air 18 years. Desire to advance by becoming general manager of your television station. Box 847D, B•T.

Announcers

Tv personality announcer desires to progress to am-tv operation seeking creative personnel for both mediums. Ten years broadcast experience. Two years tv staff experience. Box 798D, B•T.

Network news editor-national newsreel, wire, newspaper experience. Capable of creating, writing and directing superior caliber show. Permanent change desired. Box 874D, B•T.

Production-Programming, Others

Experienced, versatile director. All phases production including voice work. Diversified background including public relations and teaching. Graduate level in production, screen and lighting. Top references including present position. Available on adequate notice. Box 842D, B•T.

Production manager, now employed large midwestern television station, desires to relocate with progressive, live-wire operation. Experienced personnel management, studio operations, film production. Family man. Veteran. Available two weeks notice. All inquiries answered promptly. Box 870D, B•T.

Film editor, year experience. Young, vet, single, will travel. Box 872D, B•T.

Women's program director—tv station or agency. Extensive experience in front and back of camera. Writer, producer, MC, women's and children's shows. Presently in southwest. Will relocate. References. Box 882D, B•T.

For Sale

Stations

Modern 250 watt station, 100% Collins equipment, located in modern building on station-owned land in Southern California town of 15,000. Box 846D, B•T.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

One General Electric audio console and 48 inch rack of associated equipment. A-1 condition—Best offer. Box 715D, B•T.

G.E. BT2B fm transmitter, 250 w to 1 kw. Modulation and frequency monitor plus 2 bay antenna for 95.9 mc and 500 ft. S-450 ⅞ coax cable. Send offer to Box 778D, B•T.

Gates 52-C studioette console, model MO-3388, never used, 2 new .001 mfd 12,500 volt CD mica capacitors, type 250-50, 1 new EIMAC 450TH. All correspondence answered. Box 838D, B•T.

RCA BTA-10F 5/10-kw am transmitter. Almost new condition. August delivery. $18,500. Box 843D, B•T.

RCA BTF-10B 10kw fm transmitter. Fine condition. Immediate delivery. Packed for shipment. $4,500. Box 844D, B•T.

Magnemite 610-SD battery operated tape recorder like new. Make offer. Box 848D, B•T.

Gates 500-D transmitter—excellent condition—4 years old. Immediate delivery. Best offer. Box 875D, B•T.

M-11 Altec Lansing pencil mike system. Cost $230.00 Price $110.00. Excellent condition. Box 879D, B•T.

General Electric 4-bay fm antenna, used on 98.7 mc. Unmounted, less pole. Also isocoupler and automatic dehydrator. All available at great sacrifice. Box 901D, B•T.

Newly established wired music company. City over 150,000. Unlimited potential for expansion. Everything for sale, including present accounts. Priced reasonably. Music Service, 15 E. York Street, Savannah, Georgia.

(Continued on next page)

NATIONAL RADIO SALES MORE THAN DOUBLED!
LOCAL RADIO SALES MORE THAN TRIPLED!

In Highly-Competitive Major Market
(5 AM—3 VHF Stations)

That's my 4-year record as Sales Manager network radio station—which has just been sold. New owners asked me to stay, but I want to make future in TV even if temporary financial sacrifice necessary (I don't insist on it). Desires Sales or Sales Management job with station seeking intelligent application of maximum effort without high pressure.
Excellent radio experience all phases but technical. Top references. I'm 33—married—one child. Now on West Coast. Let's make beautiful money together!

Box 881D, B•T

For Sale—(Cont'd.)

Projectall—Permits using two film projectors, transparencies, opaques through one Ike chain. Split mirrors model. 600 opaque holders, 175 transparency slide mounts. Includes clock, news ticker tape, title pull down. Fades, cross fades, dissolves, supers over film. Remote controlled. Excellent condition. Used less than one year. $1,490.00 FOB Colorado Springs, Colorado. Willis Shanks, KKTV, 512 South Tejon.

3kw Gates fm amplifier with tubes and spares—$800.00. Jones micromatch complete with three and one-eighth inch line flange—$50.00. 700' three and one-eighth Andrew coax—$1.50 per foot. 3⅛ and 1⅝ 90° and 45° elbows and miscellaneous three and one-eighth transmission line items, ⅔ off. Like new Communication auto eryaire de hydrator model 46 with meter and fittings—$125.00. G. E. frequency and modulation monitor—$150.00. Contact A. H. Kovlan, WATH, Athens, Ohio.

Rust remote control 1 year old, completely rebuilt and made new, shipped direct from factory to you. WDIA, Memphis, Tenn.

Western Eelectric console, type number 23C speech input equipment. Designed for two studios. WGNI, Wilmington, N. C.

Wanted to Buy

Stations

Interested purchase of radio station, all or part. Write details, terms to Box 839, B•T.

Non-directional 1,000 or under, operating cp or grant in Florida. State price and terms. Box 850D, B•T.

Station daytime or full-time in town of 10,000 to 100,000. All cash. Box 858D, B•T.

Local radio station in Florida. Principals only. Write T. L. Bennett, Box 413, Saratoga Springs, New York.

Equipment Etc.

Wanted, complete fm system for high power operation. Send list, price, etc., to Box 779D, B•T.

Antenna tower, 350 to 450 feet, insulated. Must be in good condition and cheap. Box 855D, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

ACCOUNT EXECUTIVE

One of our top executives is leaving us to accept an executive position in another market. We have an immediate opening for an experienced, aggressive account executive. We are one of the nation's top independent stations. Man selected will earn a minimum of $10,000 first year, with an opportunity to make $15,000 to $20,000 yearly, depending upon aggresiveness and ability. Send complete personal data, resume of experience and late photo to Box 823D, B•T. All replies confidential.

Television

Help Wanted

Salesmen

TV FILM SALES AGENTS

Wanted to represent film distributor on new sports series for television for the following territories: New York City, Philadelphia, Atlanta and Dallas. Write Box 868D, B•T. All replies held confidential.

Situations Wanted

Managerial

EXECUTIVE

Six months ago this southern NBC Regional in anticipation of expanded operations, engaged a high-calibre man with 18-years radio administrative experience. Through no fault of his or ours, these plans did not materialize. Consequently we are unable to fulfill our obligation to him. We will be proud to recommend him to any station needing a quality administrative addition to its staff. He is thoroughly capable, reliable and personable gentleman, available upon request by mutual understanding.

Box 864D, B•T

Announcers

TOP PERSONALITY DISCOMEDIAN—33

For Large Metropolitan Area
12 Years Radio—1 Year TV

Now Doing Successful Daily Dee Jay Show on Radio and TV. Intelligent Humor—Fluent Ad-Lib. Can Really Sell Commercials. Informal and Planned Humor Audience Participation a Specialty. Miami and New York City Experience. One Year Mutual Network Show. Professional Showmanship and Know-How.

DESIRES CHANGE OF LOCATION

Excellent References from Past and Present Employers. Wish Guarantee of $150-$200 per Week with Talent Possibilities. Tape and Pressbook on Request.

Box 866D, B•T

Newscaster Editor Commentator

Competent, widely traveled. Have master's degree, specializing in Mass Communications and Political Science. Background includes 5 years in radio and 3 in government overseas propaganda. Considerable supervisory experience as organizer, administrator. Married, 33, veteran, mature, stable. Will settle wherever best opportunity lies. Anxious to get TV experience.

Box 873D, B•T

Production-Programming, Others

Young • Ambitious • Hard Working

PROGRAM DIRECTOR WITH IDEA$
MEDIUM MARKET POSITION

with

Challenge -:- Responsibility -:- Future
"All-Around" Announcer -:- News
REFERENCES Box 861D, B•T

For Sale

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Miscellaneous

THE BEST IN COMPLETE
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WRITE CALL WIRE
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YEARS OF EXPERIENCE
Box 2432, Tel. 4-2115, Gastonia, N. C.

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Can Place Qualified Personnel in Many Sections. Effective, Confidential Service to Employees and Stations.
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7117 Biscayne Blvd., Miami, Fla.

FOR THE RECORD

(Continued from page 88)

June 25 Applications

ACCEPTED FOR FILING

Modification of CP

KIMR Lamar, Colo., The Southeast Colorado Bcstg. Co.—Mod. of CP (BP-7783) which authorized change in frequency, increase power, install new transmitter and DA-N use, for extension of completion date (BMP-6564).

License for CP

WPKM (FM) Tampa, Fla., Frank Knorr Jr. et al d/b as Fm Bcstrs.—License to cover CP (BPH-1896) as mod. which authorized new fm station (BLH-977).

Modification of CP

KCMO-FM Kansas City, Mo. Meredith Engineering Co.—Mod. of CP (BPH-1832) which authorized changes in licensed station for extension of completion date (BMPH-4925).

Renewal of License

WPAR-FM Parkersburg, W. Va., Ohio Valley Bcstg. Corp.—(BRH-375.)

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—(BRED-30.)

Modification of CP

KTKA (TV) Topeka, Kan., Alf M. Landon—Mod. of CP (BPCT-1079) which authorized new tv station, for extension of completion date to 1-10-55 (BMPCT-2222).

WGAN-TV Portland, Me., Guy Gannett Bcstg. Services—Mod. of CP (BPCT-639) which authorized new tv station for extension of completion date to January 1955 (BMPCT-2224).

WTVU (TV) Scranton, Pa., Appalachian Co.—Mod. of CP (BPCT-506) as mod., which authorized new tv station for extension of completion date from 7-29-54. (BMPCT-2208).

KTLG (TV) Corpus Christi, Tex., Trinity Bcstg. Corp.—Mod. of CP (BPCT-1032) which authorized new tv station for extension of completion date to February 1955 (BMPCT-2210).

KTSM-TV El Paso Tex., Tri-State Bcstg. Co.—Mod. of CP (BPCT-999) as mod., which authorized new tv station for extension of completion date to 1-17-55 (BMPCT-2223).

KCEN-TV Temple, Tex., Bell Pub. Co.—Mod. of CP (BPCT-1426) as mod., which authorized new tv station for extension of completion date to 12-1-54 (BMPCT-2225).

WSAZ-TV Huntington, W. Va., WSAZ, Inc.—Mod. of CP (BPCT-896) as mod., which authorized changes in facilities of existing tv station for extention of completion date to 2-1-55 (BMPCT-2219).

WRBL-TV Columbus Ga., Columbus Bcstg. Co.—Mod. of CP (BPCT-1759) as mod. which authorized new tv station to 7-31-54 (BMPCT-2226).

WTVH-TV Peoria, Ill., Hilltop Bcstg. Co.—Mod. of CP (BPCT-1023) as mod. which authorized new tv station to 12-11-54 (BMPCT-2205).

KCMO-TV Kansas City, Mo., Meredith Engineering Co.—Mod. of CP (BPCT-291) as mod. which authorized a new tv station to 2-3-55 (BMPCT-2229).

KOB-TV Albuquerque, N. M., Albuquerque Bcstg. Co.—Mod. of CP (BPCT-1693) as mod. which authorized changes in facilities of existing station to 9-1-54 (BMPCT-2231).

WHUM-TV Reading, Pa., Eastern Radio Corp.—Mod. of CP (BPCT-268) as mod. which authorized new tv station to 2-1-55 (BMPCT-2227).

WJHL-TV Johnson City, Tenn., WJHL, Inc.—Mod. of CP (BPCT-845) as mod. which authorized new tv station to 11-1-54 (BMPCT-2228)

June 29 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Miami Beach, Fla., WKAT Inc.—Granted petition for leave to amend its application for ch. 10, by deleting information concerning Walter A. Callahan who has resigned as vice president and director of applicant (Docket 9321 et al.) (Action of 6/23).

Knoxville, Tenn., Scripps-Howard Radio Inc., Radio Station WBIR Inc., Tennessee Tv Inc.—Granted motion of Tennessee Tv and Scripps-Howard for extension of time to file proposed findings in proceeding re ch. 10 (Docket 10512 et al.), and such time is extended to July 19, with counter-findings, if any, due 15 days thereafter (Action of 6/25).

By Hearing Examiner Claire W. Hardy

Bluefield, W. Va., Southern W. Va. Tv Inc., Daily Telegraph Printing Co.—Gave notice of a hearing conference to be held July 2 in proceeding re ch. 6 (Dockets 11042-43). Testimony will not be received on that date and no witnesses will be present, nor does this conference affect the pre-hearing conference scheduled for June 30.

By Hearing Examiner Millard F. French

Indianapolis, Ind., Indianapolis Bcstg. Inc., WIBC Inc., Mid-West T. V. Corp., Crosley Bcstg. Corp.—Ordered a further hearing conference to be held in proceeding re ch. 13, on Tuesday, July 6 (Dockets 8906 et al.).

By Hearing Examiner James D. Cunningham

San Antonio, Tex., Mission Telecasting Corp., The Walmac Co.—Issued an order governing hearing in re ch. 12 to commence on June 24 (Dockets 11000-01).

By Hearing Examiner Annie Neal Huntting

Naples, Fla., Collier County Bcstrs. Inc.—Granted petition of applicant for continuance of hearing scheduled for July 2 until July 22, in re application for am CP (Docket 11044).

BROADCAST ACTIONS

Actions of June 25

Granted License

WCBS-TV New York, N. Y., Columbia Bcstg. System Inc.—Granted license covering changes in facilities and correction in coordinates (not a move) (BLCT-134); granted license covering installation of auxiliary transmitter in conjunction with main station (BLCT-135).

WPTX Lexington Park, Md., Patuxent Radio Inc.—Granted license covering change in frequency, power, and make changes in antenna system; condition 920 kc, 500 w, D (BL-5329).

KLEA Lovington, N. M., Prosperity Land Bcstg. Co.—Granted license covering change in frequency, increase in power, change in type transmitter and changes in antenna system; 630 kc, 500 w, D (BL-5337).

WCCO-TV Minneapolis, Minn, Midwest Radio-Television Inc.—Granted license covering changes in tv broadcast station (BLCT-141).

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WHK-TV Cleveland, Ohio, to 1-25-55; KTSM-TV El Paso, Tex., to 1-17-55; KGGM-TV Albuquerque, N. M., to 1-6-55; WGAN-TV Portland, Me., to 1-19-55; KCEN-TV Temple, Tex., to 1-19-55.

Actions of June 24

WRVC Richmond, Va., Larus & Brother Co., Inc.—Granted authority to operate transmitter by remote control.

Modification of CP

WVEC-TV Hampton, Va., Peninsula Bcstg. Corp.—Granted Mod. of CP for extension of completion date to 1-4-55.

Actions of June 23

Modification of CP

The following were granted Mod. of CP's for extension of completion dates as shown: WKNY-TV Kingston, N. Y., to 1-22-55; WJIM-TV Lansing, Mich., to 1-18-55; WFAM-TV Lafayette, Ind., to 1-23-55; WBUF-TV Buffalo, N. Y., to 1-21-55; KDRO-TV Colorado Springs, Colo., to 1-19-55; WNBK (TV) Cleveland, Ohio, to 1-19-55; WTAO-TV Cambridge, Mass., to 1-5-55; KGBT-TV Harlingen, Tex., to 1-20-55; WBAP-TV Fort Worth, Tex., to 1-19-55.

Actions of June 22

Remote Control

The following stations were granted authority to operate transmitters by remote control: WLAU Laurel, Miss.; KFSA Fort Smith, Ark., while using nondirectional antenna; WKDA Nashville, Tenn.; KYOK Houston, Tex., while using nondirectional antenna.

Granted License

KPAL Palm Springs, Calif., Desert Radio and Telecasting Co.—Granted license for am broadcast station and specify studio location; 1450 kc, 250 w, U (BL-5254).

WOI-FM Ames, Iowa, Iowa State College of Agriculture & Mechanic Arts—Granted license for changes in noncommercial educational station; ch. 211 (90.1 mc), 16 kw, U; antenna 480 feet (BLED-153).

WNBC New York, N. Y., National Bcstg. Co.—Granted request for six months' extension of authority to employ periodically during regular operation sub-audible amplitude modulation not in excess of forty cycles per second; maximum percentage of modulation not to exceed ten percent period.

Modification of License

KOTV (TV) Tulsa, Okla., Osage Bcstg. Corp.—Granted Mod. of license (BMLCT-21), Mod. of CP (BPCT-1786, as mod. which authorized changes in station) (BMPCT-2152) and Mod. of license (BMLTP-8) to change name to KOTV Inc.

Modification of CP

WPKO Waverly, Ohio, Hi Kinco Bcstrs.—Granted Mod. of CP for extension of completion date to 8-1-54; conditions (BMP-6551).

Actions of June 21

Remote Control

KDTH Dubuque, Iowa, Telegraph Herald—Granted authority to operate transmitter by remote control while using nondirectional antenna.

Granted License

WBUZ (FM) Oakland, Md., Chesapeake Bcstg. Co.—Granted license to cover CP (BPH-1930) which replaced expired permit; ch. 238 (95.5 mc), 18 kw (BLH-957).

Modification of CP

WKBS Mineola, N. Y., Key Bcstg. System, Inc.—Granted Mod. of CP for approval of antenna, transmitter and studio location (BMP-6493).

Actions of June 15

Modification of CP

WRAK-TV Williamsport, Pa., WRAK Inc.—Granted Mod. of CP for extension of completion date to 1-12-55.

Actions of June 10

Modulation of CP

WMAZ-TV Warner Robbins, Ga., Southeastern Bcstg. Co.—Granted Mod. of CP to change type transmitters and install amplifier; completion date 1-5-55 (BMPCT-2150).

WEEK-TV Peoria, Ill., West Central Bcstg. Co.—Granted Mod. of CP for extension of completion date to 12-27-54.

June 30 Decisions

TV AND AM BROADCAST ACTIONS

Adler Communications Labs.—Granted CP for experimental tv "booster" station to operate in conjunction with WATR-TV (ch. 53), Waterbury, for obtaining engineering data on booster service for uhf reception in "shadow" areas. Will operate between 9 a.m. and 5 p.m. Mondays through Fridays with power not in excess of 10 w (40 w ERP), 100 ft. antenna, on ch. 80 or such other frequencies as may be assigned by Chief Broadcast Bureau. Engineering conditions with respect to interference, etc.; station identification to be followed by statement that operation is experimental and temporary. Adler has experimental tv station at New Rochelle, N. Y., which is engaged in developing and testing linear radio frequency amplifiers which may be suitable for uhf boosters.

Renewal of License

The following stations were granted renewal of licenses for the regular period: WPAC Patchogue, N. Y.; WCSS Amsterdam, N. Y.; WMMW-FM Meriden, Conn.; WMMI (FM) Meridian, Miss.; WNRC New Rochelle, N. Y.

June 30 Applications

ACCEPTED FOR FILING

Modification of CP

WAWZ-FM Zarephath, N. J., Pillar of Fire Inc.—Mod. of CP (BPH-1858) which authorized new fm station for extension of completion date (BMPH-4927).

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BPH-806) as mod. which authorized new fm station for extension of completion date (BMPH-4926).

Renewal of License

WDBJ-FM Roanoke, Va., Times World Corp.—(BRH-252).

Modification of CP

KISJ (TV) Pocatello, Idaho, Tribune-Journal Co.—Mod. of CP (BPCT-1556) as mod. which authorized new tv station for extension completion date October 25 (BMPCT-2232).

WAAM (TV) Baltimore, Md., WAAM INC—Mod. of CP (BPCT-757) as mod. which authorized changes in facilities of existing tv station to extend completion date to 12-1-54 (BMPCT-2234).

WBTW (TV) Florence, S. C., Jefferson Standard Bcstg. Co.—Mod. of CP (BPCT-1341) which authorized new tv station to extend completion date to 12-1-54 (BMPCT-2235).

License for CP

WGAL-TV Lancaster, Pa., WGAL Inc.—License to cover CP (BPCT-910) which authorized changes in facilities of existing station (BLCT-214).

WILK-TV Wilkes-Barre, Pa., Wyoming Valley Bcstg Co.—Mod. of CP (BPCT-231) as mod. which authorized new tv station extend completion date 1-25-55 (BMPCT-2233).

KTVP (TV) Houston, Tex., R. L. Wheelock, et al d/b as UHF Television Co.—Mod. of CP (BPCT-826) as mod. which authorized new tv station extend completion date to 1-1-55 (BMPCT-2191).

Renewal of License

WIIM Wilmington, Del., Delaware Bcstg. Co.—(BR-745).

WGET Gettysburg, Pa., Times and News Pub. Co.—(BR-2503).

Application Returned

Salt Lake City, Utah, Ralph Elwood Winn tr/as Seagull Bcstg Co.—CP for new standard station on 1100 kc, with 1 kw, daytime (Engineering dated after Section I).

Modification of CP

WPBN-TV Traverse City, Mich., Midwestern Bcstg. Co.—Mod. of CP (BPCT-1781) which authorized new tv station for extension completion date to 12-31-54 (BMPCT-2239).

Southern Network

$135,000.00

Major thriving market makes this under-developed station a prize buy for alert owner-operator. The station is well equipped, well known and well accepted. Some financing available.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

Bonus from Mt. Washington TV

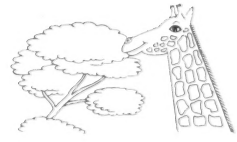
$18,990 BEECHCRAFT BONANZA

Use America's only "3-state one-station TV network" and save — in just 32 weeks of a 10 minute show aired five times weekly — the cost of an $18,990 Beechcraft Bonanza.

Average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.

COVERS THREE

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.



OUTREACHES THEM ALL

Covers virtually all the families local TV stations do and reaches thousands of families they cannot reach. TV homes: 219,161 as of April 30 — RETMA

CBS-ABC

Mt. Washington TV

WMTW

Channel 8

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, Inc.

TELESTATUS

July 5, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 260,000
►WBRC-TV (6) CBS; Katz; 219,454
WJLN-TV (48), 12/10/52—Unknown
Decatur†—
WMSL-TV (23) Walker; 12/26/52-7/15/54
Dothan†—
Ala-Fla-Ga Tv Inc. (9) Initial Decision 5/26/54
Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500
►WKAB-TV (48) CBS, DuM; Forjoe; 72,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54
Montgomery—
►WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 31,200
WSFA-TV (12) Headley-Reed; 3/25/54-10/1/54
Munford†—
*WEDM (*7) 6/2/54-Unknown*
Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KTYL-TV (12) NBC, DuM; Avery-Knodel; 94,250
Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 93,300
►KPHO-TV (5) CBS, DuM; Katz; 94,250
Arizona Tv Co. (3) 6/10/54-Unknown
Tucson—
►KOPO-TV (13) CBS, DuM; Forjoe; 24,916
►KVOA-TV (4) ABC, NBC; Raymer; 24,916
Yuma†—
►KIVA (11) DuM; Grant; 18,581

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown
Fort Smith†—
►KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500
KNAC-TV (5) Rambeau; 6/3/54-1/1/55
Hot Springs†—
KTVR (9) 1/20/54-Unknown
Little Rock—
►KARK-TV (4) NBC; Petry; 65,091
►KATV (7) (See Pine Bluff)
KETV (23) 10/30/53-Unknown
Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 74,365
Texarkana—
►KCMC-TV See Texarkana, Tex.

CALIFORNIA

Bakersfield—
►KABK-TV (29) ABC, DuM; Forjoe; 63,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 121,354
Berkeley (San Francisco)—
►KQED (*9)
Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220
Corona†—
KCOA (52), 9/16/53-Unknown
El Centro†—
KPIC-TV (16) 2/10/54-Unknown
Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,000
Fresno—
►KBID-TV (53) Meeker; 92,052
►KJEO-TV (47) ABC, CBS; Branham; 123,354
►KMJ-TV (24) CBS, NBC; Raymer; 85,841
Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
►KABC-TV (7) ABC; Petry; 1,851,810
►KCOP (13) Katz; 1,851,810
►KHJ-TV (9) DuM; H-R; 1,851,810
►KNBH (4) NBC; NBC Spot Sls.; 1,851,810
►KNXT (2) CBS; CBS Spot Sls.; 1,851,810
►KTLA (5) Raymer; 1,851,810
►KTTV (11) Blair; 1,851,810
►KTHE (*28)
Modesto†—
KTRB-TV (14) 2/17/54-Unknown
Monterey†—
►KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234
Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53
Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 457,863
San Diego—
►KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771
►KFSD-TV (10) NBC; Katz; 214,771
KUSH (21) 12/23/53-Unknown
San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
►KGO-TV (7) ABC; Petry; 970,180
►KPIX (5) CBS, DuM; Katz; 970,180
►KRON-TV (4) NBC; Free & Peters; 970,180
►KSAN-TV (32) McGillvra; 47,000
San Jose†—
KQXI (11) 4/15/54-Unknown
San Luis Obispo†—
►KVEC-TV (6) DuM; Grant; 67,786
Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872
Stockton†—
►KTVU (36) NBC; Hollingbery; 76,000
KOVR (13) Blair; 2/11/54-9/1/54
Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 45,191
►KRDO-TV (13) NBC; McGillvra; 36,000
Denver—
►KBTV (9) ABC; Free & Peters; 220,778
►KFEL-TV (2) DuM; Blair; 220,778
►KLZ-TV (7) CBS; Katz; 220,778
►KOA-TV (4) NBC; Petry; 220,778
*KRMA-TV (*6), 7/1/53-1954*
Grand Junction†—
►KFXJ-TV (5) NBC, DuM; Holman; 3,000
Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
►WICC-TV (43) ABC, DuM; Young; 72,340
Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-8/1/54
New Britain—
►WKNB-TV (30) CBS; Bolling; 176,068
New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032
WNLC-TV (26) 12/31/52-Unknown
Norwich†—
*WCNE (*63) 1/29/53-Unknown*
Stamford†—
WSTF (27), 5/27/53-Unknown
Waterbury—
►WATR-TV (53) ABC, DuM; Stuart; 134,400

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown
Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 216,139
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 595,600
►WNBW (4) NBC; NBC Spot Sls.; 618,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
►WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

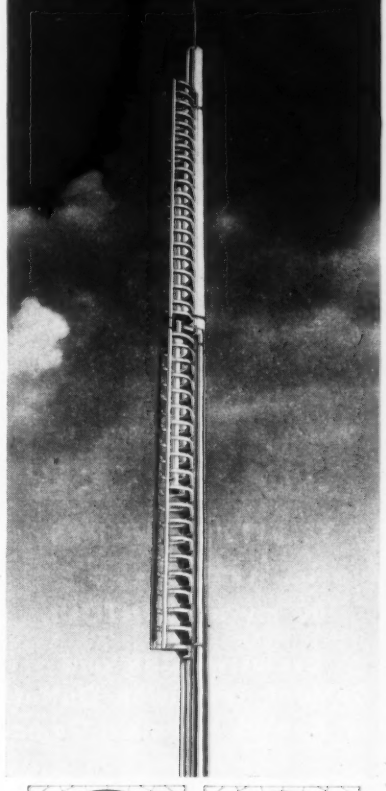
Clearwater†—
WPGT (32) 12/2/53-Unknown
Daytona Beach†—
Telrad Inc. (2) 6/7/54-Unknown

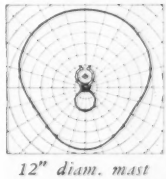
Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target dae for grantees.

SLOTTED — RING

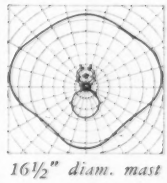
TV-broadcast Antenna

FOR CHANNELS 7 THROUGH 13





12" diam. mast



16½" diam. mast

The Type 1040 slotted ring transmitting antenna bay shown above mounts on a pole and handles 20 kilowatts with a power gain of approximately four. Additional bays give additional gain and capacity. VSWR is 1.10 or less. Antenna is of rugged construction, has few seals, is de-iced. Write for bulletin -654.

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS

AMCI ALFORD Manufacturing Co. Inc
299 ATLANTIC AVE., BOSTON, MASS.

KHQA 7 TV

Covers the prosperous Keokuk, Iowa Hannibal, Missouri Quincy, Illinois Area

There are 129,405 Families Unduplicated by service from any station outside KHQA-TV's Class B Contour

NOW 115,998 TELEVISION HOMES In KHQA-TV's 100 mv/m CONTOUR

Exclusive CBS and DuMont Television Outlet For Keokuk-Hannibal-Quincy Area

You need KHQA-TV—Channel 7 to cover this market

Represented by WEED TELEVISION

Chicago, New York, Detroit, Atlanta, Boston, Hollywood, San Francisco

Tower 886 Feet above Average Terrain
12 Bay RCA Antenna
36.3 KW ERP Now
316 KW ERP CP

For availabilities write:
WALTER J. ROTHSCHILD
National Sales Manager

Lee STATIONS
QUINCY, ILLINOIS
Affiliated with WTAD-AM-FM

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-7/1/54 (granted STA June 10)

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 59,500
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 386,925
► WLWA (11) ABC, DuM; Crosley Sls.; 386,925
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) DuM; Weed; 100,006

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 26,500
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (43) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 149,359
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 200,000
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 539,788

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) CBS; Katz; 475,000
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
► WRAY-TV (52) McGillvra; 59,600

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 109,630

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/15/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 234,850

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 227,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 90,932

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54

Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown

Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096

Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*

Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565

Topeka—
KTKA (42), 11/5/53-Unknown
►WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
►KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
►WEHT (50) CBS; Meeker; 51,097
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
►WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
►WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
►WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
►KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
►KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 140,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
►WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
►WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
►KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-Unknown
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
►WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 71,345
WTWO (2) 5/5/54-Unknown
Lewiston—
►WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,667
Poland†—
WMTW (8) 7/8/53-Summer '54
Portland—
►WCSH-TV (6) NBC; Weed; 110,890
►WGAN-TV (13) ABC, CBS; Avery-Knodel
►WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
►WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
►WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
►WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-July '54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
►WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
►WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
►WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
►WTAO-TV (56) DuM; Everett-McKinney; 122,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Springfield—
►WHYN-TV (55) CBS, DuM; Branham; 136,000
►WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
►WWOR-TV (14) ABC, DuM; Raymer; 51,150

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
►WJBK-TV (2) CBS, DuM; Katz; 1,420,500
►WWJ-TV (4) NBC; Hollingbery; 1,286,822
►WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
WTAC-TV (16) See footnote (d)
Grand Rapids—
►WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984
Kalamazoo—
►WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922
Lansing—
►WILS-TV (54) ABC, DuM; Venard; 45,000
►WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000
Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54
Muskegon†—
WTVM(35), 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000
WSBM-TV (51), 10/29/53-Unknown
Traverse City †—
WPBN-TV (7) Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
►KMMT (6) ABC, DuM; Pearson; 92,869
Duluth† (Superior, Wis.)—
►KDAL-TV (3) NBC; Avery-Knodel; 56,500
►WDSM-TV (6). See Superior, Wis.
►WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000
Hibbing†—
KHTV (10), 1/13/54-Unknown
Minneapolis (St. Paul)—
►WCCO-TV (4) CBS, DuM; Free & Peters; 452,300
►WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown
Rochester—
►KROC-TV (10) NBC; Meeker; 70,000
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 456,100
►WMIN-TV (11) ABC; Blair; 427,000

MISSISSIPPI

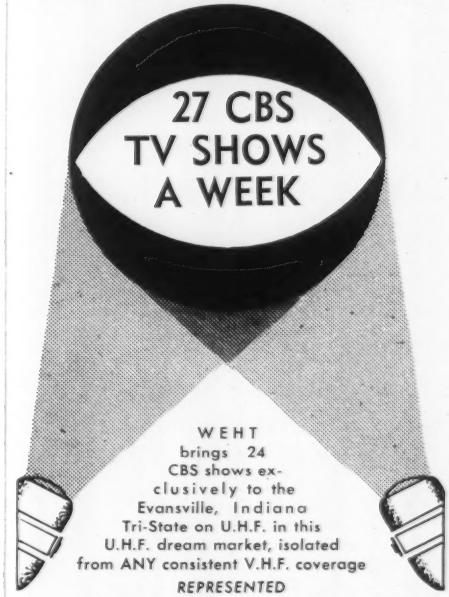
Jackson—
►WJTV (25) CBS, DuM; Katz; 50,224
►WLBT (3) NBC; Hollingbery; 87,085
►WSLI-TV (12) ABC; Weed; 88,650
Meridian†—
►WCOC-TV (30)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown
Clayton†—
KFUO-TV (30), 2/5/53-Unknown
Columbia—
►KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559
Festus†—
KACY (14) See footnote (d)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

THE SPOTLIGHT'S ON
WEHT
IN THE
EVANSVILLE MARKET



REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

7 Firsts

IN WICHITA
IN RATINGS
IN KANSAS
IN HABITS
IN RESULTS
IN COVERAGE
IN POWER

YOU, TOO, CAN BE FIRST...
...in sales in Wichita and the rich Central Kansas Market. Hitch your campaign to a television station that leads all the way...one that provides an undisputed dominence in loyal viewing audience, in Kansas.

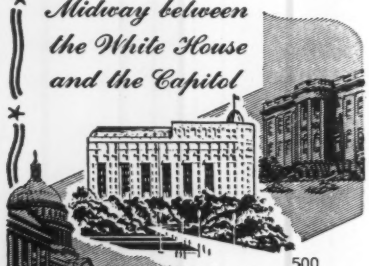
CHANNEL 12 KTVH HUTCHINSON - WICHITA VHF 240,000 WATTS

CBS BASIC — DU MONT — ABC
REPRESENTED BY H-R TELEVISION, INC
COVERS CENTRAL KANSAS

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 115,998
► WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
Jefferson Tv Co. (13) 6/10/54-Unknown
Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54
Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 399,555
► KMBC-TV (9) CBS; Free & Peters; 399,555
► WDAF-TV (4) NBC; Harrington, Righter & Parsons; 399,555
Kirksville†—
KTVO (3) 12/16/53-8/16/54
St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 104,944
St. Louis—
KACY (14) See Festus
*KETC (*9) 5/7/53-July '54*
► KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 643,738
► KSTM-TV (36) ABC; H-R; 215,000
WIL-TV (42), 2/12/53-Unknown
► WTVI (54) See Belleville, Ill.
KWK-TV (4) 4/21/54-Unknown
Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/15/54
Springfield—
► KTTS-TV (10) CBS, DuM; Weed; 44,676
► KYTV (3) ABC, NBC; Hollingbery; 46,080

MONTANA

Billings†—
► KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 15,000
Butte†—
► KOPR-TV (4) CBS, ABC; Hollingbery; 7,000
► KXLF-TV (6). No estimate given.
Great Falls†—
► KFBB-TV (5) CBS, NBC, ABC, DuM; Headley-Reed; 6,500

WASHINGTON
D.C.
Midway between the White House and the Capitol

500 Air-Cooled Rooms from $6 single $9 double
HOTEL
Raleigh
on Famous Pennsylvania Avenue
Directly opposite the FEDERAL COMMUNICATIONS COMMISSION
JOSEPH MASSAGLIA, JR., PRESIDENT
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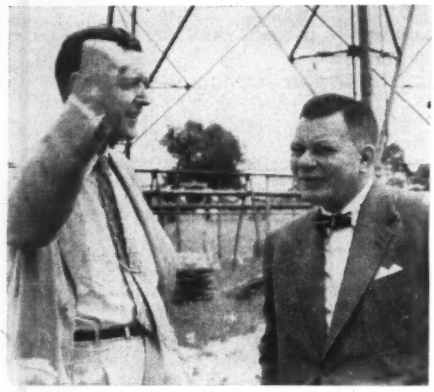


SITE of proposed studio expansion by WSJV-TV Elkhart, Ind., ABC-TV affiliate, is shown to ABC President Robert E. Kintner (r) by John F. Dille Jr., station president. WSJV-TV is on ch. 52.

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750
Lincoln—
KFOR-TV (10) See footnote (d)
► KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 86,562
Omaha—
► KMTV (3) ABC, CBS, DuM; Petry; 283,150
► WOW-TV (6) DuM, NBC; Blair; 245,038

NEVADA

Henderson†—
Southwestern Publishing Co. (2) 6/7/54-Unknown
Las Vegas†—
► KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925
Reno†—
► KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown
Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 220,000
Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► WRTV (58) 107,000
Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown
Camden†—
WKDN-TV (17), 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Weed; 4,150,000
New Brunswick†—
*WTLV (*19), 12/4/52-Unknown*

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► KOB-TV (4) NBC, DuM; Branham; 43,797
Roswell†—
► KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 92,000
*WTVZ (*17), 7/24/52-Unknown*
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 278,733
*WQTV (*46), 8/14/52-Unknown*
Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 403,210. See footnote (g).
► WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000
*WTVF (*23) 7/24/52-Unknown*
WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54
Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54
Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
*WIET (*14), 1/8/53-Unknown*
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker
New York—
► WABC-TV (7) ABC; Petry; 4,150,000
► WABD (5) DuM; Avery-Knodel; 4,150,000
► WATV (13) See Newark, N. J.
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000
► WNBT (4) NBC; NBC Spot Sls.; 4,150,000
► WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000
► WPIX (11) Free & Peters; 4,150,000
*WGTV (*25), 8/14/52-Unknown*
WNYC-TV (31) 5/12/54-Unknown
Rochester—
WCBF-TV (15), 6/10/53-Unknown
► WHAM-TV (6) ABC, NBC; Hollingbery; 230,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000
WRNY-TV (27), 4/2/53-Unknown
*WROH (*21), 7/24/52-Unknown*
► WVET-TV (10) ABC, CBS; Bolling; 210,000
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 301,650
► WTRI (35) CBS; Headley-Reed; 85,050
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,855
*WHTV (*43), 9/18/52-Unknown*
► WSYR-TV (3) NBC; Headley-Reed; 345,855
Utica—
WFRB (19), 7/1/53-Unknown
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 141,000

NORTH CAROLINA

Asheville†—
► WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525
WLOS-TV (13) Venard; 12/9/53-Aug. '54
Chapel Hill†—
*WUNC-TV (*4), 9/30/53-September '54*
Charlotte—
► WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,000
► WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 407,222
Durham†—
WTVD (11) ABC, NBC; Headley-Reed; 1/21/54-Aug. '54
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54
Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 231,184
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879
Raleigh—
► WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 61,410
Wilmington†—
► WMFD-TV (6) NBC; Weed; 25,934
WTHT (3) 2/17/54-Aug. '54

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Winston-Salem—
►WSJS-TV (12) NBC; Headley-Reed; 213,267
►WTOB-TV (26) ABC, DuM; H-R; 51,300

NORTH DAKOTA

Bismarck†—
►KFYR-TV (5) CBS, NBC, DuM; Blair; 6,125

Fargo†—
►WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
►KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
►WAKR-TV (49) ABC; Weed; 56,199

Ashtabula†—
►WICA-TV (15) 20,000

Cincinnati—
*WCET (*48) 12/2/53-July '54*
►WCPO-TV (9) ABC, DuM; Branham; 525,000
►WKRC-TV (12) CBS; Katz; 525,000
►WLWT (5) NBC WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
►WEWS (5) CBS; Branham; 1,036,720
►WNBK (3) NBC; NBC Spot Sls.; 883,980
►WXEL (8) ABC, CBS, DuM; Katz; 823,629
WHK-TV (19) 11/25/53-Unknown

Columbus—
►WBNS-TV (10) CBS; Blair; 307,000
►WLWC (4) NBC; WLW Sls.; 307,000
*WOSU-TV (*34), 4/22/53-Unknown*
►WTVN (6) ABC, DuM; Katz; 381,451

Dayton—
►WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (d)
►WLWD (2) NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
►WLOK-TV (73) ABC, CBS, NBC, DuM; H-R; 59,166

Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
►WSTV-TV (9) CBS; Avery-Knodel; 1,083,900

Toledo—
►WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 286,382

Youngstown—
►WFMJ-TV (21) NBC; Headley-Reed; 115,000
►WKBN-TV (27) ABC, CBS, DuM; Raymer; 131,838

Zanesville—
►WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,000

OKLAHOMA

Ada†—
►KTEN (10) ABC; Venard; 160,953

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-July '54

Lawton†—
►KSWO-TV (7) DuM; Everett-McKinney; 48,185

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) Avery-Knodel; 4/7/54-Unknown

Oklahoma City—
►KMPT (19) DuM; Bolling; 98,267
►KTVQ (25) ABC, NBC; H-R; 113,208
►KWTV (9) CBS, DuM; Avery-Knodel; 256,102
►WKY-TV (4) ABC, NBC; Katz; 271,841
*KETA (*13) 12/2/53-Unknown*

Tulsa—
►KCEB (23) NBC, DuM; Bolling; 80,000
►KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) Initial Decision 6/8/54

OREGON

Eugene—
►KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000

Medford—
►KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,600

Portland—
►KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283
►KPTV (27) ABC, NBC, DuM; NBC Spot Sls.; 177,383
Oregon Tv Inc. (12), Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
►WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774

Bethlehem—
►WLEV-TV (51) NBC; Meeker, 74,803

Chambersburg†—
►WCHA-TV (46) CBS, DuM; Forjoe; 20,000

Easton—
►WGLV (57) ABC, DuM; Headley-Reed; 75,410

Erie—
►WICU (12) ABC, NBC, DuM; Petry; 208,500
►WSEE (35) CBS; Avery-Knodel; 20,404
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
►WHP-TV (55) CBS; Bolling; 118,150
►WTPA (71) NBC; Headley-Reed; 118,150

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
►WARD-TV (56) Weed
►WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656

Lancaster—
►WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker; 297,652
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
►WLBR-TV (15) Burn-Smith; 151,200

New Castle†—
►WKST-TV (45) DuM; Everett-McKinney; 139,578

Philadelphia—
►WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667
►WFIL-TV (6) ABC, DuM; Katz; 1,833,160
WIBG-TV (23), 10/21/53-Unknown
►WPTZ (3) NBC; Free & Peters; 1,767,042

Pittsburgh—
►WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210
►WENS (16) ABC, CBS; Petry; 307,149
WKJF-TV (53) See footnote (d)
►WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
►WEEU-TV (33) ABC, NBC; Headley-Reed; 54,206
►WHUM-TV (61) CBS; H-R; 175,000

Scranton—
►WARM-TV (16) ABC; Hollingbery; 154,000
►WGBI-TV (22) CBS; Blair; 160,000
►WTVU (73) Everett-McKinney; 150,424

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
►WBRE-TV (28) NBC; Headley-Reed; 160,000
►WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
►WNOW-TV (49) DuM; Forjoe; 87,400
►WSBA-TV (43) ABC; Young; 76,100

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
►WNET (16) ABC, CBS, DuM; Raymer; 34,100
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 44,150

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
►WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 114,170
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
►WCOS-TV (25) ABC; Headley-Reed; 53,200
►WIS-TV (10) NBC; Free & Peters; 105,258
►WNOK-TV (67) CBS, DuM; Raymer; 53,454

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
►WFBC-TV (4) NBC; Weed; 277,662
►WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 75,187

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 78,626
►WTSK (26) CBS, DuM; Pearson; 74,700

Memphis—
►WHBQ-TV (13) CBS; Blair; 283,350
►WMCT (5) ABC, NBC, DuM; Branham; 283,350

Nashville—
►WSIX-TV (8) CBS; Hollingbery; 191,810
►WSM-TV (4) NBC, DuM; Petry; 191,810

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 33,217

Amarillo—
►KFDA-TV (10) ABC, CBS; Branham; 50,846
►KGNC-TV (4) NBC, DuM; Katz; 50,846
KLYN-TV (7) 12/11/53-Unknown

Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 71,000

Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 19,128
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54

Corpus Christi†—
►KVDO (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
►KRLD-TV (4) CBS; Branham; 388,771
►WFAA-TV (8) ABC, NBC, DuM; Petry; 390,000

El Paso—
►KROD-TV (4) ABC, CBS, DuM; Branham; 52,422
►KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 374,600

Galveston—
►KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; Pearson; 34,727

Houston—
KNUZ-TV (39) See footnote (d)
►KPRC-TV (2) NBC; Petry; 344,000
KTLK (13) 2/23/54-Unknown
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 281,500
KXYZ-TV (29) 6/18/53-Unknown

Longview†—
►KTVE (32) Forjoe; 22,156

Lubbock†—
►KCBD-TV (11) ABC, NBC; Pearson; 56,026
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 34,500

San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035
San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 195,233
► WOAI-TV (4) NBC; Petry; 193,778
KCOR-TV (41) O'Connell; 5/12/54-11/1/54
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758
Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124
Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54
Victoria†—
KNAL (19) Best; 3/26/53-Unknown
Waco†—
► KANG-TV (34) ABC; Pearson; 36,860
Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer
Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown
Salt Lake City—
► KTVT (4) NBC; Blair; 162,600
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 162,600
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,500
Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300
Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328
Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440
Newport News—
WACH-TV (33) See footnote (d)
Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 319,564
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton
Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54
Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 450,144
Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216
Seattle—
► KING-TV (5) ABC; Blair; 354,800
► KOMO-TV (4) NBC; Hollingbery; 354,800
KCTS (•9) 12/23/53-12/1/54
KCTL (20) 4/7/54-Unknown
Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 75,757
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 75,968
Louis Wasmer (2) 3/18/54-Sept. '54
Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 354,800
Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 23,975

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 40,000
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54
Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500
Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792
Oak Hill (Beckley)†—
WOAY-TV (4) 6/2/54-Unknown
Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 30,000
Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700
Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
WFRV-TV (5) 3/10/54-Unknown
La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown
Madison—
► WHA-TV (•21)
► WKOW-TV (27) CBS; Headley-Reed; 50,000
► WMTV (33) ABC, NBC, DuM; Meeker; 54,000
Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54
Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 352,760
► WOKY-TV (19) ABC, DuM; Gill-Perna; 297,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 679,256
Milwaukee Area Telecasting Corp. (12) 6/11/54-Unknown
Neenah†—
► WNAM-TV (42) George Clark
Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 56,000
► KONA (11) DuM, NBC; NBC Spot Sls.; 56,000
► KULA-TV (4) ABC; Headley-Reed; 56,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)
Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy; 50,000
London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

* KAY OSTRANDER
Bring me that file on El Paso and KROD-TV, Miss Schultz!
*Of course, you know (Mrs.) Kay Ostrander, Time Buyer for Dan B. Miner Company, Los Angeles.

Food sales in El Paso and its 24 county trading area were $120,633,000 in 1953.

KROD-TV operates on 56,300 watts—VHF4. Our mountain-top TV installation . . . the highest in Texas; 5,285 feet above sea level and 1,585 feet above average terrain gives greater coverage than any other station in our trading area . . . KROD-TV is affiliated with KROD - 600 K.C. — CBS - 5,000 watts. Owned and operated by the El Paso Times, Inc.

Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & Gen. Mgr.
Dick Watts, Sales Manager

Represented Nationally by
The BRANHAM Company

Sudbury†—
▶CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada. Weed; 7,326
7,326
Toronto—
▶CBLT (9) 222,500
Vancouver—
▶CBUT (2) CBS
Windsor—(Detroit, Mich.)
▶CKLW-TV (9) Young
Winnipeg†—
▶CBWT

MEXICO

Juarez† (El Paso, Tex.)—
▶XEJ-TV (5) National Time Sales; 20,000
Tijuana† (San Diego)—
▶**XETV (6) Weed; 241,000**

Total stations on air in U. S. and possessions: 382; total cities with stations on air: 255. **Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,927,786.**

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 309,309 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; WACH-TV Newport News, Va.

UPCOMING

JULY

July 7-10: First Advertising Agency Group, annual conference, Northernaire, Three Lakes, Wis.

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 9: Air Force briefing of advertising agencies on bids for fiscal 1955 recruiting contract, Pentagon, Washington. Room 5A1070. 10 a.m.

July 10 (tentative): Senate Communications Subcommittee meets with FCC on status and development of uhf. G-16, Senate wing, U. S. Capitol. Closed.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 23-Sept. 3: National Assn. of Gag Writers, summer conference, New York.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 27-29: Dixie Audio Festival, Henry Grady Hotel, Atlanta, Ga.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 8-9: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

Nov. 18: Country Music Disc Jockeys Assn., general membership meeting, Nashville, Tenn.

SPECIAL LISTING

BAB Clinics

July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.
Aug. 16: Portland, Ore.
Aug. 17: Seattle, Wash.
Aug. 19: Montana
Aug. 20: Boise, Idaho.
Aug. 23: Salt Lake City, Utah
Aug. 24: Denver, Colo.
Aug. 26: Albuquerque, N. M.
Aug. 27: Wichita, Kan.
Aug. 30: St. Louis, Mo.
Aug. 31: Indianapolis, Ind.

NARTB District Meetings

Sept. 9-10: NARTB Dist. 1, Somerset Hotel, Boston.
Sept. 13-14: NARTB Dist. 2, Lake Placid Inn, Lake Placid, N. Y.
Sept. 16-17: NARTB Dist. 3, William Penn Hotel, Pittsburgh.
Sept. 23-24: NARTB Dist. 5, Daytona Plaza, Daytona Beach, Fla.
Sept. 27-28: NARTB Dist. 6, Lafayette Hotel, Little Rock, Ark.
Sept. 30-Oct. 1: NARTB Dist. 7, Kentucky Hotel, Louisville.
Oct. 7-8: NARTB Dist. 10, Fontentelle Hotel, Omaha.
Oct. 14-15: NARTB Dist. 11, Radisson Hotel, Minneapolis.
Oct. 18-19: NARTB Dist. 17, Davenport Hotel, Spokane.
Oct. 21-22: NARTB Dist. 15, Clift Hotel, San Francisco.
Oct. 25-26: NARTB Dist. 16, Camelback Inn. Phoenix, Ariz.
Oct. 28-29: NARTB Dist. 14, Brown Palace, Denver.
Nov. 4-5: NARTB Dist. 12, Jens Marie Hotel, Ponca City, Okla.
Nov. 9-10: NARTB Dist. 13, Rice Hotel, Houston.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

THE MOST POWERFUL PRINCIPAL CITY TV COVERAGE IN THE MARKET!

IN THE DETROIT AREA

In the Detroit Area, CKLW-TV with its 325,000 watt power penetrates a population grand total area of 5,416,375 in which 82.7% of all families own TV sets. Of these 1,305,520 TV families 88.2% are covered by CKLW-TV channel 9, or a grand total coverage of 1,151,554 TV families.

CKLW-TV CHANNEL 9 325,000 WATTS

CKLW-TV
Guardian Bldg. • Detroit
Adam J. Young, Jr., Inc., National Rep. ★ J. E. Campeau President

editorials

No Sensible Alternative

LAST WEEK's consolidation of television sales promotion into a single, all-industry effort was the only conclusion a rational group of businessmen could reach. A duplication of activity between rival groups, as had been threatened, was unthinkable.

The new formula of a truly all-industry bureau promises a larger budget and hence more effective work than could have been managed by a group relying on fewer than all the elements in telecasting. To say that, however, does not detract from the organizational job done by the stations and representatives involved in Television Advertising Bureau. It cannot be denied that the TvAB movement was the catalytic agent that precipitated the formation of an all-industry group. Without that movement, the central bureau for all telecasting probably would not have materialized as quickly.

Though some may try to call it such, the merger of the two promotion groups was neither victory for one nor capitulation for the other. It was the result of sensible negotiation and compromise, conducted among good businessmen who realized that factionalism in such a project would only guarantee weakness.

The Great Anti-Gambling Hoax

A GREAT hoax was perpetrated by the Senate Commerce Committee last week. It approved, unanimously, an anti-gambling bill (S 3542) which discriminates against broadcast services in favor of the printed media. It demolishes the "radio on a parity with the press" thesis.

The bill would bar stations from transmitting horse or dog race information by invoking a one hour lag, except for one feature race per day. Newspapers and "tip sheets" can go to press at will. The Dept. of Justice wanted the bill. The FCC didn't. It makes campaign fodder for the November elections.

The legislation probably won't be enacted at this session—with only a month remaining. It goes on the consent calendar and one objection can block it.

But where were the broadcasters when the bill was in committee? Probably one Senator could have blocked it. We have it on good authority that not a single committee member was even approached.

This is censorship. It interferes with the right of stations to handle legal, legitimate news when it is news. Horse racing is legal. News about it must be legal too.

Some seem to argue that to oppose this bill is to favor the bookies and the racketeers. That's sheer fantasy. The bill impinges upon the freedom of the broadcast media. It should be resisted as strongly as if it provided for full program censorship. There is no middle-ground.

Doctored Diversification Doctrine

WITH INCREASING frequency the question is being asked whether the FCC staff is still functioning under New Deal policies, rather than under free enterprise concepts of the GOP.

There's little doubt about the validity of the question. In a half-dozen current cases awaiting FCC action, the Broadcast Bureau has violently opposed recommendations by examiners favoring newspaper applicants over non-newspaper. In other cases, there have been initial decisions by examiners, picking up the same so-called diversification of control theme, not only against newspaper applicants but against applicants who may own other radio or television stations.

The FCC has not adopted a firm "diversification" policy. In fact it has disclaimed "discrimination" against any class of applicant, except in those instances where a grant would result in a "monopoly" of the avenues of information in a given area.

The Broadcast Bureau functions as a party in all comparative hearings. Aggrieved newspaper applicants are contending that it has adopted an "anti-newspaper" policy. The record seems to support that conclusion.

The examiners sit as trial judges. But they do not decide cases; they simply recommend. They issue "initial decisions" which are subject to exception, argument and review by the FCC. The "initial decision" thus is a misnomer.

Examiners don't like to be reversed. Hence, with a weather finger to the FCC wind, some may reach conclusions which they feel might win Commission approval.

Drawn for BROADCASTING • TELECASTING by Frank Tabor

"In just one moment, the Tasty Soda Cracker program, but first, a testimonial."

For years lip service has been given to "diversification of the mass media of communication." It is rare, these days, to find an examiner's report that does not run head-long into this highly sensitive and little understood doctrine. Cases are cited where the examiner, for dozens of paragraphs, may indicate superiority of an applicant (a newspaper or multiple owner) only to conclude that an opposing applicant (more than likely a newcomer) is entitled to the grant because he isn't in the newspaper business, or because he doesn't own a standard station.

Congress has made clear its position. It wants no part of discrimination. Eight years ago it first sought to write a specific anti-newspaper discrimination provision into the law. Two years ago, it dropped such an amendment upon assurances from FCC spokesmen that there had been no discrimination and would be none.

But it appears to us that, since commissioners come and go, Congress had better have its say, so that FCC employes, whether New Deal, Fair Deal or Republican, will understand precisely what Congress intends. The so-called "Newspaper Amendment" proposed in the last Congress, but then dropped (and which goes beyond newspaper ownership), sounds good to us. It reads:

> The Commission shall not make or promulgate any rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon interest in, association with, or ownership of any medium primarily engaged in the gathering and dissemination of information and that no application for a construction permit or station license, or for the renewal, modification, or transfer of such a permit or license shall be denied by the Commission solely because of any such interest, association, or ownership.

Causes and Cures

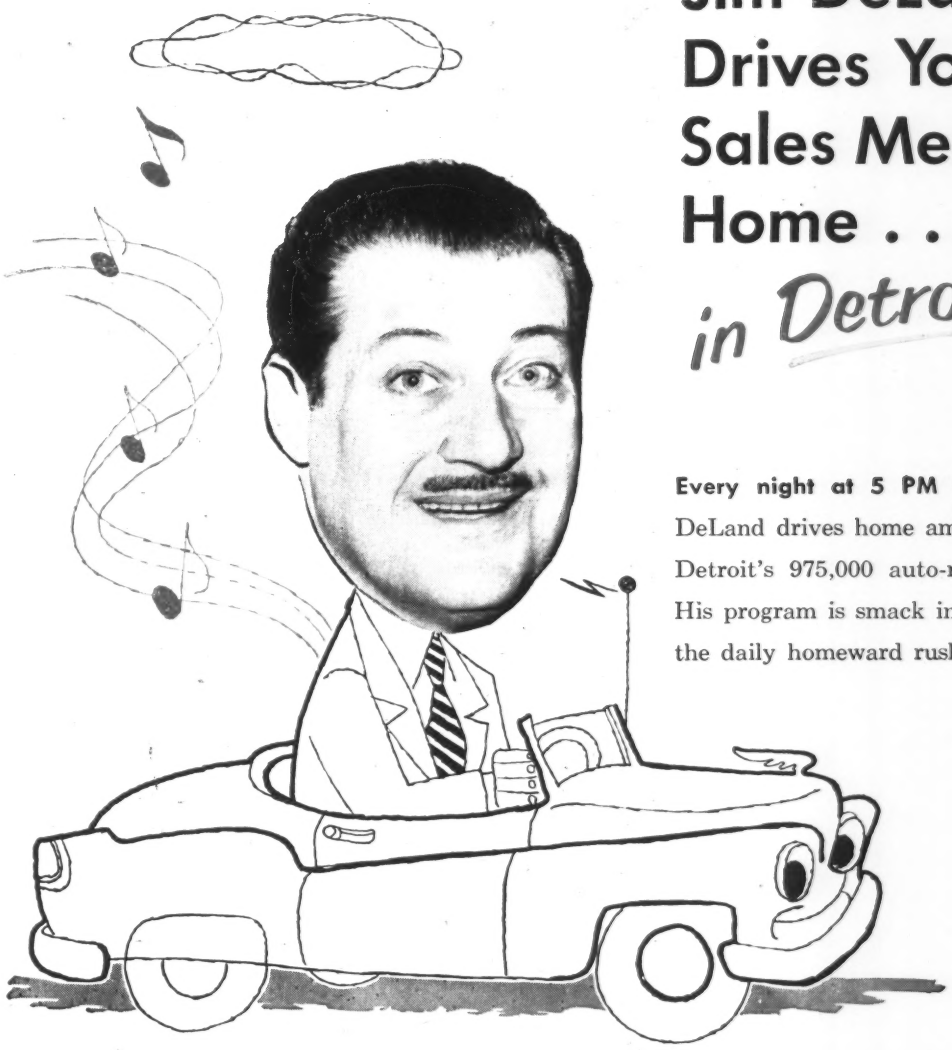
TO JUDGE by the testimony of several Senators at last week's hearings before a subcommittee of the Senate Rules Committee, there is strong sentiment in favor of kicking radio and television off the Hill.

This sentiment is founded in the hope that the removal of radio and television from Congressional hearings will somehow perform the magic of making all Senators and Congressmen behave. The fact that such a hope was never realized before the arrival of radio and television does not seem to strike the anti-broadcasting element as inconsistent.

If a girl has a wart on her nose which disturbs her when she looks in a mirror, the condition will not be cured by throwing all the mirrors out of her house. Similarly, the Congress cannot clean up its own blemishes by kicking out the two news media which provide the most accurate reflections.

Fortunately, the Senate subcommittee reviewing rules of conduct will continue with its hearings this week. Radio and television broadcasters owe it not only to themselves but also to the American public to see that the argument regarding radio-tv coverage of Congress is not confined to the one side so far presented.

Jim DeLand Drives Your Sales Message Home . . . *in Detroit!*



Every night at 5 PM on WWJ, Jim DeLand drives home amid the bulk of Detroit's 975,000 auto-riding workers. His program is smack in the middle of the daily homeward rush.

This is a WWJ show with lots of appeal to drivers. The records are sweet and lively. The baseball scores are hot. The safe-driving tips are subtle. The commercials are blended with DeLand piano ramblings. And the voice . . . *that voice of DeLand's* is the most persuasive in Detroit radio as it rolls out from under the dash, driving home a sales message.

YOUR PRODUCT BELONGS IN GOOD COMPANY, DRIVING HOME WITH JIM DELAND

AM – 950 KILOCYCLES – 5000 WATTS
FM – CHANNEL 246 – 97.1 MEGACYCLES

WWJ AM FM

Basic NBC Affiliate
Associate Television Station WWJ-TV

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